



## Digital Marketing Director

### *Who We Are*

**Tradeshow Logic is a full-service show management and event solutions company** with more than 25 years of experience helping associations create more buyer-seller connections, increase marketing & engagement, reduce the cost of participation, and elevate the experience for all stakeholders. We are a U.S. subsidiary of Messe Muenchen, one of the world's leading exhibition companies based in Munich, Germany.

TL offers a full suite of services including total event management, insights & data analytics, exhibitor sales & sponsorship, vendor strategy, event operations & logistics, audience acquisition & marketing, and customer care.

### *Our Culture Code*

**Tradeshow Logic's culture is driven by a shared passion to be proactive change agents.** We are not bound by the way things have always been done; we are driven by how to do them better. Those who join Tradeshow Logic understand, believe in, and value our mission and our culture – and they seek to protect it.

- **Honest & Transparent** – We are a tightly bonded team anchored by passion, empowerment and collaboration. We share ideas, give feedback graciously and accept failure as the cost of innovation.
- **A Group of Over Achievers** – When we go in, we go ALL in. We just can't help ourselves. We always over-deliver. Always.
- **Customer-Centric to the Core** – Our company is nimble and flexible and therefore supremely skilled at accommodating our clients. We give them what they want and help them do the same with their own customers.
- **Our People = Our Strength** – Tradeshow Logic is full of innovative, creative, resourceful thinkers who have a reputation for helping clients imagine and execute new solutions to overcome challenges and grow event success.
- **Remote Office Environment** – We attract such wonderful talent, partially because of the flexibility of our work environment and our commitment to work-life balance. Since everyone works remotely, our employees thrive on being trusted and empowered to make a difference. They appreciate their flexibility and in return give willingly to clients 100% of the time.

- **Diversity & Inclusion** – At Tradeshow Logic, people come first. As an organization, we are committed to equitable inclusion and the value of diverse perspectives and experiences. To encourage and empower our team to perform at the highest level, and with unwavering commitment to our mission, we foster and promote an accepting and tolerant environment for everyone in the Tradeshow Logic family.

### *Your Role at Tradeshow Logic – Position Overview*

The **Digital Marketing Director** is responsible for executing in-house digital acquisition and demand generation programs that grow prospective databases that in turn drive attendee registrations and qualified exhibitor and sponsor leads for B2B conferences and trade shows.

This role brings agency-level digital expertise in-house by owning campaign execution, paid media, CRM workflows and performance optimization. Strategy, messaging frameworks and audience definitions are established in partnership with the show director, marketing and sales teams assigned to each event. This role translates those strategies into scalable, measurable digital programs that improve database quality, segmentation and conversion.

This role also serves as the “**chief executor**” of all **HubSpot marketing and lead generation activity**, ensuring the platform is used effectively, consistently and in alignment with revenue goals.

### *Key Responsibilities*

#### **HubSpot Ownership, Execution & Enablement**

- Serve as the chief executor of all HubSpot marketing and lead generation activity
- Own day-to-day execution of HubSpot campaigns, workflows, segmentation, attribution and reporting
- Build and deploy marketing emails in HubSpot using the platform’s email builder
- Design emails to maximize engagement using best practices for layout, hierarchy, CTA placement and mobile responsiveness
- Apply email design and delivery best practices to improve open rates, click-through and conversion
- Create and manage list segments in HubSpot to support targeting, personalization and lifecycle marketing
- Partner with the CTO to structure list organization, data architecture and processes that maintain clean data and a reliable CRM infrastructure
- Define and document best practices for HubSpot usage across marketing and sales teams
- Create training materials and lead enablement resources to support consistent platform adoption
- Train employees on HubSpot workflows, expectations and capabilities
- Establish clear processes for submitting formal HubSpot requests and campaign needs

- Partner with sales teams to improve use of HubSpot for outreach efficiency, call volume and lead follow-up
- Integrate paid advertising campaigns with HubSpot to ensure seamless lead capture, attribution and nurture workflows
- Maintain data quality, lifecycle accuracy and governance standards

### **Digital Advertising Campaigns (Google, LinkedIn & Paid Media)**

- Own execution of paid digital advertising campaigns to drive registrations and qualified sales leads
- Manage Google Search, Google Display and LinkedIn campaigns aligned with event acquisition goals
- Translate event strategies into paid media plans, campaign structures and budgets
- Manage paid media budgets, pacing and performance to meet efficiency and ROI targets
- Conduct ongoing audience, keyword and performance analysis to optimize campaigns
- Track and report KPIs including registrations, cost per lead, conversion rates and pipeline contribution

### **Attendee Database Growth & Registration Acquisition**

- Execute digital acquisition programs that grow and enrich attendee databases aligned to event audience strategies
- Implement segmentation, tagging and data structures that support attendee personas and lifecycle marketing
- Activate digital channels to drive registrations using approved messaging frameworks and creative assets
- Optimize registration funnels, landing pages and conversion paths to improve efficiency and scale
- Monitor acquisition performance and continuously optimize against database growth and registration goals

### **Exhibitor & Sponsor Demand Generation**

- Execute digital lead generation programs that support exhibitor and sponsor sales pipelines
- Build and manage prospect journeys and automated workflows within HubSpot based on sales and marketing requirements
- Ensure leads are properly segmented, routed and nurtured to support efficient sales follow-up
- Improve lead quality, engagement and conversion through disciplined digital execution

### **Analytics, Optimization & Reporting**

- Track performance across acquisition channels and HubSpot programs
- Identify optimization opportunities and inform budget and channel allocation decisions
- Deliver clear, actionable performance insights to show directors, marketing, sales and executive leadership

### **Collaboration & Execution**

- Work in close partnership with show directors, marketing and sales teams assigned to each event
- Collaborate with event operations teams to support shared growth objectives
- Execute digital initiatives efficiently without reliance on external agencies

### **Success Looks Like This**

- Growth in qualified prospective databases aligned to target personas
- Increased attendee registrations driven by scalable digital acquisition programs
- Strong digital contribution to exhibitor and sponsor sales pipelines
- Efficient paid media performance aligned with budget and ROI targets
- Consistent, effective use of HubSpot across marketing and sales teams

### **Qualifications & Experience**

- 6-9 years of experience in digital or B2B marketing with a focus on acquisition and demand generation
- Hands-on experience managing Google and LinkedIn paid advertising campaigns and budgets
- Advanced working knowledge of HubSpot including workflows, segmentation, attribution and reporting
- Experience supporting sales teams through CRM-driven lead management and enablement
- Analytical, execution-focused and comfortable operating autonomously
- Experience with events, conferences or complex B2B environments preferred
- Highly organized, self-directed and able to work independently in a remote environment while collaborating cross-functionally

**SEND RESUME & COVER LETTER TO: Michele Rowe at [mrowe@tradeshowlogic.com](mailto:mrowe@tradeshowlogic.com)**

### **Equal Opportunity Employer**

Tradeshow Logic is an equal opportunity employer that is committed to inclusion and diversity. We take affirmative action to ensure equal opportunity for all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics.