

Marketing Coordinator

Location: Twinsburg, OH | **Department:** Marketing | **Reports to:** CMO

Visual Marking Systems, Inc. (VMS) is seeking a highly motivated, detail-oriented, and creative Marketing Coordinator to help drive awareness and lead generation for our growing product lines, including OEM labels & decals, fleet graphics, branded apparel, and corporate identity solutions.

We're looking for a fast learner who thrives in a fast-paced environment, can juggle multiple tasks at once, and is ready to jump into a collaborative team focused on growth and innovation.

What You'll Be Doing

- Support marketing initiatives across our core brands: VMS and Badlime.
- Implement inbound marketing campaigns tailored to OEM and Fleet buyer personas using HubSpot Marketing Automation.
- Create, manage, and optimize content on the VMS website using the HubSpot CMS – including landing pages, email offers, blog posts, and campaign workflows.
- Write and design compelling sales and marketing materials: case studies, press releases, presentations, blog content, social posts, printed/digital ads, and more.
- Conduct market research and keyword analysis to support SEO and uncover new business development opportunities.
- Execute account-based marketing (ABM) campaigns, using tools like ZoomInfo to identify prospects and track engagement signals.
- Partner with the Sales and Business Development teams to coordinate trade show logistics, promotions, and pre/post-show communications.
- Manage and grow our social media presence across all brands.
- Collaborate cross-functionally to support department goals and meet project deadlines.

What It Takes to Succeed in This Role

- Strong ability to prioritize, multitask, and stay organized in a fast-paced setting.
- Quick learner who adapts well to new software, tools, and strategies.
- Meticulous attention to detail with a commitment to high-quality deliverables.
- Clear, confident writer with the ability to tailor tone and messaging across various audiences and formats.
- Creative thinker and effective communicator – both written and verbal.
- Self-motivated team player with a positive, can-do attitude.

Qualifications & Experience

Required:

- Bachelor's degree in Marketing, Communications, Business, or related field.
- 1-2 years of marketing experience or relevant internship.
- Experience with HubSpot, Marketo, Pardot, or similar platforms (certification a plus).
- Proficiency in Microsoft Office, Canva, and/or similar tools.

Submit your resume to info@vmsinc.com.



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- Excellent writing, editing, and proofreading skills.
- Familiarity with social media platforms and basic content scheduling tools.

Preferred:

- Experience in digital advertising/media planning (PPC, SEO, SEM).
- Understanding of Google Analytics 4, Google Search Console, and performance tracking.
- Knowledge of e-commerce platforms and web design best practices.
- Design experience with Adobe Creative Suite or CorelDRAW.
- Video editing capabilities.

Benefits:

- Medical, dental, life, and short/long-term disability insurance after 90 days
- Vision coverage discount program
- 401(k) with company match
- Paid holidays, paid vacation and PTO

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