

Marketing professional

At Keystrike we strive to make cybersecurity better and more convenient by reinventing authentication to be continuous. Our patented technology ensures that every keystroke is physically made on the user's own input device, preventing remote attackers from impersonating users they have hacked and carrying out malicious actions in their name — often called *lateral movement*. Keystrike is a Delaware, USA company with a subsidiary office in Reykjavik, Iceland. Our teams are working in the USA (east coast), France, and Iceland.

We are seeking a highly creative and skilled Marketing Professional with a strong background in cybersecurity and a flair for growth hacking. Armed with a unique technology that makes security professionals go “*aha!*” when they learn about it, you will play a crucial role in promoting Keystrike’s products and driving our global market presence.

Key Responsibilities

- Develop and execute innovative marketing strategies that align with our product vision and market trends.
- Employ growth hacking techniques to rapidly scale user acquisition and product adoption.
- Craft compelling content and campaigns that resonate with our target audience, including CISOs and Cybersecurity Architects.
- Analyze market data to identify opportunities and optimize marketing efforts for maximum impact.
- Collaborate closely with the sales and product development teams to create a cohesive and effective market approach.
- Stay ahead of industry developments and competitor strategies to position Keystrike as a leader in the cybersecurity space.
- Engage with the community through social media, webinars, events, or a relevant subset, cementing Keystrike as a thought leader in cybersecurity.

Requirements

- Proven experience in marketing within the cybersecurity industry, with a strong understanding of growth hacking strategies.
- Ability to craft and execute impactful, data-driven marketing campaigns.
- Excellent communication skills, with a talent for engaging storytelling and persuasive messaging.
- Creative problem-solving abilities and a results-driven mindset.
- Experience in digital marketing tools and analytics.
- Ability to work collaboratively across teams and adapt to a fast-paced, evolving environment.

Additional Skills (Preferred)

- Experience with CRM and marketing automation tools.
- Knowledge of SEO, content marketing, and social media strategies.

What We Offer

- Competitive salary and commission structure.
- Comprehensive benefits package.
- Opportunity to work with cutting-edge cybersecurity solutions.
- A supportive and collaborative team environment.
- Professional growth and development opportunities.

How to Apply

If you're passionate about making a difference in the cybersecurity landscape and have a knack for growth-driven marketing, we would love to hear from you. Please send your resume and a cover letter detailing your relevant experience and why you're a great fit for this role to jobs@keystrike.com.

Join us at Keystrike, where your creativity and drive can help shape the future of digital security!