



Digital Marketing Strategy & Operations Manager

Title: Digital Marketing Strategy & Operations Manager

Location: Quincy, MA (In-office preferred, 1 day/week remote flexibility)

Department: Marketing

Reports to: VP of Marketing & Business Development

About Stran

Stran Promotional Solutions is a top 12 promotional products distributor with over 30 years of experience helping brands connect with their audiences. We combine cutting-edge technology, global sourcing expertise, and award-winning creative services to deliver customized marketing solutions that drive impact.

Position Summary

The Digital Marketing Strategy & Operations Manager will serve as the backbone of Stran's digital marketing strategy, technology, and analytics efforts. This individual contributor role will develop strategic initiatives and campaigns, implement campaigns, manage key systems, optimize processes, and ensure data-driven insights translate into actionable recommendations. Ultimately responsible for driving increased lead volume and lead quality. The position requires close collaboration with Marketing, IT, Sales, and external partners, with responsibility for owning HubSpot administration, marketing attribution modeling, reporting dashboards, and process improvements across the marketing technology stack.

Key Responsibilities

- Oversee day-to-day administration of HubSpot as both a marketing automation tool and CRM.
- Develop and maintain workflows, lead scoring, lead dispositioning, and audience segmentation.
- Ensure HubSpot data integrity and alignment with Sales/IT stakeholders.



- Build reports and interactive dashboards using data across HubSpot, GA4, NetSuite, industry-specific order management software, and other sources.
- Apply marketing attribution modeling to evaluate campaign performance and ROI.
- Translate complex data insights into actionable recommendations for Marketing and Sales leadership.
- Partner with IT to address data inconsistencies and support integration initiatives.
- Manage a third-party website development partner and oversee SEO efforts (either via external agency or in-house reporting capabilities).
- Website optimization for increased lead conversions.
- Support project management through Monday.com and/or JIRA, ensuring timely execution of cross-functional marketing initiatives.
- Drive continuous process improvement across the marketing technology ecosystem.
- Drive digital advertising efforts across LinkedIn and other properties with a strong focus on high quality lead generation and driving down CAC.
- Ensure the seamless and efficient handoff of high-quality leads to sales.
- Act as the bridge between Marketing, Sales, IT, and external vendors.
- Provide insights and recommendations that improve campaign effectiveness, operational efficiency, increased lead volume and quality, and increased profitable revenue.
- Support the VP of Marketing & Business Development in strategy execution and reporting.

Qualifications

- 3–5 years of experience in digital marketing operations, marketing analytics, or a similar role.
- Strong HubSpot administration and reporting experience required.
- Familiarity with GA4, attribution modeling, lead scoring/dispositioning, and audience segmentation.
- Experience with SEO management (agency or in-house) and website development oversight preferred.
- Proficiency with project management tools (Monday.com, JIRA) strongly preferred.
- Experience with NetSuite or industry-specific order management systems a plus but not required.
- Strong analytical mindset with the ability to tell stories with data.



- Balance of technical know-how, marketing strategy and business acumen, with a lean toward strategy development measurement.
- Excellent problem-solving skills, process improvement orientation, and cross-department communication abilities.
- Bachelor's degree in marketing, business, analytics, or a related field preferred.

Work Environment

- Full-time role based in Stran's headquarters in Quincy, MA.
- In-office presence is strongly preferred; hybrid schedule with up to one work-from-home day per week may be considered.

Why Join Stran?

At Stran, we pride ourselves on a culture that fosters collaboration, innovation, and growth. We've been recognized by PPAI as one of the Greatest Places to Work 2025, a reflection of our commitment to our people and our values. As a publicly traded company on the NASDAQ under ticker SWAG, we offer the stability of a well-established organization paired with the excitement of ongoing growth and transformation.

Employees at Stran have the opportunity to grow their careers in a supportive, high-performance environment where ideas are valued and professional development is encouraged. Beyond business success, we are committed to corporate social responsibility — from sustainable sourcing to community engagement — ensuring that our impact is positive for our clients, our employees, and the communities we serve.

Benefits: With this position, most Company benefits will be offered to you, the first of the month, after working full-time for 30 days. Stran offers medical insurance with (3) Aetna PPO plans whereby the company contributes 65% of the monthly premium if you choose to participate. Stran provides employer paid life insurance, short term disability, AD&D insurance and we offer a section-125 Flexible spending account, elective participation in dental insurance, vision insurance and long-term disability programs. Additionally, you are eligible to participate in the 401K retirement plan with a company match of 3% of your annual compensation up to the legal maximum. Stran offers a Flexible Spending Account for you to enroll in the first of the month after working full time for 90 consecutive days. Stran has adopted an Unlimited



vacation policy that encompasses vacation and personal days. You must receive approval, and you must give at least two weeks' notice prior to taking time off whenever possible. The company offers a generous holiday schedule each year, for 2025 Stran offers 11 paid holidays.

Interested candidates should submit a resume and cover letter for consideration. Please email us at careers@stran.com.

Stran Promotional Solutions | Stran.com
500 Victory Drive, Suite 301 |
Quincy, MA. 02171

Schedule: Monday to Friday at company headquarters, 9:00AM-5:30PM