



# Product & Digital Marketing Specialist - CINQUE Go-To-Market

**Location: Hybrid / Remote**

**Compensation: TBD + Bonus/MNBO Potential**

**Reports to: VP of Global Partners and Marketing**

## Overview

Loom Security is seeking a highly motivated and digitally savvy Product & Digital Marketing Specialist to help drive the go-to-market growth and market presence of CINQUE, Loom Security's AI-native, identity-centric posture management platform.

This role is ideal for a marketing professional who thrives in a fast-paced cybersecurity environment and enjoys balancing modern digital marketing initiatives with hands-on execution. The ideal candidate will help bridge product positioning, partner enablement, demand generation, social media presence, content development, and business development support efforts.

This role is ideal for someone who is naturally curious, highly engaged with emerging technology and marketing trends, and excited to leverage AI and digital innovation to help shape modern cybersecurity messaging and market engagement.

This individual will play a critical role in amplifying the Loom Security brand, supporting channel and technology alliance campaigns, coordinating digital marketing initiatives, assisting with BDR and lead generation activities, maintaining partner and marketing assets, and helping communicate the value of CINQUE to customers, partners, and the market.

## Product Marketing & Go-To-Market Strategy

- Assist in the execution of CINQUE go-to-market initiatives and product launch activities.
- Help develop messaging, positioning, and campaign strategies aligned to Loom Security's identity-centric and persona-first approach.
- Create, maintain, and manage customer-facing and partner-facing marketing collateral including one-pagers, presentations, blogs, battlecards, customer success stories, webinars, and social content.
- Maintain and continuously update partner portal content, sales enablement assets, campaign kits, and shared marketing resources.
- Work closely with leadership, sales, customer success, and delivery teams to translate technical concepts into customer-facing messaging.
- Partner with customer success and sales leadership to refine Ideal Customer Profile (ICP) targeting and identify which messaging, use cases, and campaigns are resonating most effectively in the market.

## B2B Marketing & Campaign Execution

- Assist in planning and executing integrated B2B marketing campaigns targeting enterprise customers, channel partners, and technology alliances.
- Support inbound and outbound marketing initiatives including email campaigns, webinars, social media promotions, and partner-led activities.
- Track campaign performance metrics, lead engagement, and marketing effectiveness through CRM and marketing automation platforms.
- Help manage MDF-funded campaigns and partner marketing activities.
- Support digital demand generation and BDR initiatives through campaign coordination, outreach support, lead tracking, prospect engagement, and marketing-driven follow-up activities.

## Social Media, Branding & Innovation

- Own and manage Loom Security's digital and social media presence across LinkedIn and other industry platforms.



- Create engaging social content focused on cybersecurity trends, CINQUE use cases, partner initiatives, customer stories, events, and thought leadership.
- Coordinate promotion of blogs, events, webinars, customer wins, company announcements, and industry perspectives.
- Monitor engagement metrics and recommend strategies to increase visibility, audience growth, and brand awareness.
- Continuously explore creative and cost-effective marketing tools, automation platforms, and branding technologies that help elevate Loom Security's market presence.
- Assist in developing modern digital branding initiatives including short-form video content, campaign visuals, event promotions, AI-assisted content creation, and interactive media experiences.
- Demonstrate the ability to think outside the box and identify innovative ways to improve marketing efficiencies, streamline workflows, automate repetitive processes, and maximize impact within budget.

## **AI, GEO & Digital Marketing Innovation**

- Utilize AI-powered marketing and content creation tools to help accelerate campaign execution, enhance messaging, improve content quality, and support go-to-market innovation.
- Stay current on emerging cybersecurity, AI, and digital marketing trends to help evolve Loom Security's messaging and market positioning.
- Support GEO optimization and modern AI-driven search visibility strategies to improve Loom Security's digital presence, discoverability, and relevance across traditional and AI-powered search experiences.
- Research industry trends, competitor positioning, buyer behaviors, market narratives, and emerging technologies to help refine campaigns and messaging strategies.
- Use market research, AI tools, and digital platforms to identify where the market is going and recommend ways to evolve Loom Security's messaging and content strategy accordingly.
- Identify creative and cost-effective ways to use automation, AI, and digital engagement tools to improve lead generation, brand visibility, campaign performance, and operational efficiency.

## **Partner & Sales Enablement**

- Assist with partner enablement initiatives including sales tools, onboarding materials, campaign kits, and marketing collateral.
- Support channel and alliance marketing activities with strategic partners, resellers, and technology alliances.
- Maintain and evolve partner-facing content to ensure messaging, assets, and enablement resources remain accurate and current.
- Help coordinate follow-up activities tied to partner events, campaigns, workshops, and BDR outreach motions.
- Support sales and marketing operational activities including CRM updates, lead coordination, content organization, campaign tracking, and follow-through.

## **Events & Community Engagement**

- Coordinate and support both virtual and in-person events including webinars, conferences, happy hours, workshops, and partner-sponsored gatherings.
- Assist with venue coordination, vendor communication, event registration, logistics, travel coordination, and post-event follow-up.
- Track attendance metrics, campaign engagement, lead follow-up, and event ROI.
- Support Loom Security's growing partner and cybersecurity community engagement efforts.

## **Qualifications**

- 1-3 years of experience in product marketing, digital marketing, growth marketing, demand generation, social media marketing, or B2B marketing within cybersecurity, SaaS, or enterprise technology environments preferred.
- Strong understanding of cybersecurity concepts such as identity security, Zero Trust, posture management, cloud security, application security, or data security preferred.
- Strong understanding of modern digital marketing strategies including AI-assisted marketing, social engagement growth, SEO/GEO optimization, and content amplification techniques.



- Experience using AI tools and marketing technologies to assist with content generation, campaign development, trend analysis, branding, messaging optimization, and digital engagement.
- Highly versed in researching market trends, competitive positioning, buyer behavior, and emerging technology narratives to help inform messaging and campaign direction.
- Experience with CRM and marketing automation platforms such as HubSpot and Salesforce preferred.
- Strong written and verbal communication skills with the ability to simplify technical messaging into compelling business value.
- Highly engaged with emerging market trends, digital engagement strategies, and evolving buyer behavior across cybersecurity and enterprise technology markets.
- Comfortable operating in a digital-first marketing environment with responsibilities spanning social media, demand generation, partner marketing, content management, and campaign execution.
- Creative thinker with a passion for innovation, branding, process improvement, and modern marketing strategies.
- Organized, collaborative, adaptable, and comfortable working across multiple teams and initiatives in a high-growth environment.
- Prior startup or high-growth company experience strongly preferred. This role requires someone who is comfortable operating in an evolving environment where priorities shift quickly, creativity is encouraged, and collaboration across teams is critical.
- Ability to operate strategically while still owning tactical execution and administrative responsibilities.
- Comfortable wearing multiple hats across product marketing, partner enablement, digital campaigns, social media, content management, CRM updates, event support, and operational follow-through.
- Strong sense of ownership and accountability with the ability to independently manage projects from concept through execution.
- Ability to thrive in a lean, fast-paced environment where resourcefulness, adaptability, initiative, curiosity, and creativity are highly valued.
- Demonstrated ability to identify inefficiencies, improve workflows, and help build scalable processes while maintaining attention to detail.
- Willingness to jump into both high-visibility strategic initiatives and behind-the-scenes operational tasks to support team success and company growth.
- Willingness to travel periodically for partner meetings and industry events.

## Why Join Loom Security?

Loom Security is redefining how organizations approach identity-centric security posture management through our Loom Lens methodology and CINQUE platform. We are a fast-growing, channel-first cybersecurity company focused on helping organizations gain correlated visibility and contextual risk intelligence across identity, device, network, application, and data environments.

Join us and help shape the future of persona-driven cybersecurity and go-to-market innovation.