



# STACKUP & THE MUSE

MAY 2016

ELLIOTT BELL, BRAND AND MARKETING

LET'S TALK ABOUT MARKETING TOOLS AND OTHER COOL SHIT

**the**muse

# <sup>1</sup> The Muse

*(noun)*

The most trusted and beloved career destination.

THAT'S ME.

JOINED THE MUSE IN 2013.

#6<sup>TH</sup> EMPLOYEE. 1<sup>ST</sup>  
MARKETING HIRE.

-----

THESE JERKS THINK IT'S  
FUNNY TO MOCK HOW  
SOMEONE DRESSES.



NOW WE'RE 90...



THE MARKETING TEAM IS 6 PEOPLE INCLUDING: SEO GUY, SOCIAL, EMAIL/CRM, DEMAND GEN, CUSTOMER CARE, AND BRAND.

WHY<sup>1</sup> HAVE 50,000,000 PEOPLE USED THE MUSE?

# Marketing Manager Jobs in San Francisco

1000+ Jobs Found

Featured Job

## Seeking Account Managers!

Join our Best in class team at Central Payment, we're hiring!

## Project Manager - Marketing

Kelly Mitchell Group  
San Francisco, CA

01/05/2016

Overview of Role: The position is responsible for the project management and

12/23/2015

Experis supports a large client in San Francisco in need of a Marketing Program month contract position. Role: Marketing Program Manager Location: San Francisco

## Product Marketing Manager

Davalyn Corporation  
San Francisco, CA

12/08/2015




Product Marketing Manager – San Francisco Bay area – Santa Clara, CA Davalyn retained to fill a California based Product Marketing Management position in the

## Marketing Manager

7,358 results for marketing manager

Sort by Relevance

San Francisco Bay Area x Reset

-  **Marketing Manager**  
99designs  
San Francisco Bay Area • Jan 4, 2016  
[Similar](#) [View](#)
-  **Marketing Manager**  
MediaMelon, Inc.  
San Francisco Bay Area • Jan 4, 2016  
[Similar](#) [View](#)
-  **Marketing Manager**  
Cengage Learning  
San Francisco, CA • Dec 21, 2015  
[Similar](#) [View](#)
- Content Marketing Manager**

what:


marketing manager

job title, keywords or company

where:

94108

city, state, or zip

 Upload your resume - Let employers find you

Show: all jobs - 3,347 new jobs

## Field Marketing Manager

Nestle Nespresso ★★★★★ [91 reviews](#) - San Francisco, CA  
Work with Nespresso Marketing, B2C, B2B teams to design programs that impact long profitable volume. The Field Marketing Manager is responsible for driving...  
19 days ago - [email](#)

Sponsored

## Director of Marketing and Communications

Alan Biller and Associates - Menlo Park, CA  
Director of Marketing and Communications\*. The Director of Marketing and Communications will develop, create, and execute marketing campaigns, emails, landing...  
30+ days ago - [email](#)

Sponsored

THIS IS A TERRIBLE EXPERIENCE. AND UGLY

-  **Group Manager, Digital Marketing - LinkedIn Talent Solutions**  
LinkedIn  
San Francisco, CA • Dec 17, 2015  
[Similar](#) [View](#)
-  **Marketing Operations Manager**  
Ustream, Inc.  
San Francisco • Dec 29, 2015  
[Similar](#) [View](#)
-  **Inbound Marketing Manager**  
Change.org  
San Francisco • Dec 9, 2015  
[Similar](#) [View](#)
-  **Senior Marketing Manager, Sales Solutions**  
LinkedIn  
San Francisco, CA • Dec 28, 2015  
[Similar](#) [View](#)

30+ days ago - [email](#)

Sponsored

## Marketing Manager - new

Gameloft ★★★★★ [18 reviews](#) - San Francisco, CA  
Co-branded marketing campaigns. Those are the kinds of questions that our Marketing must be able to answer....  
5 days ago - [save job](#) - [email](#) - [more...](#)

## Corporate Marketing Manager - new

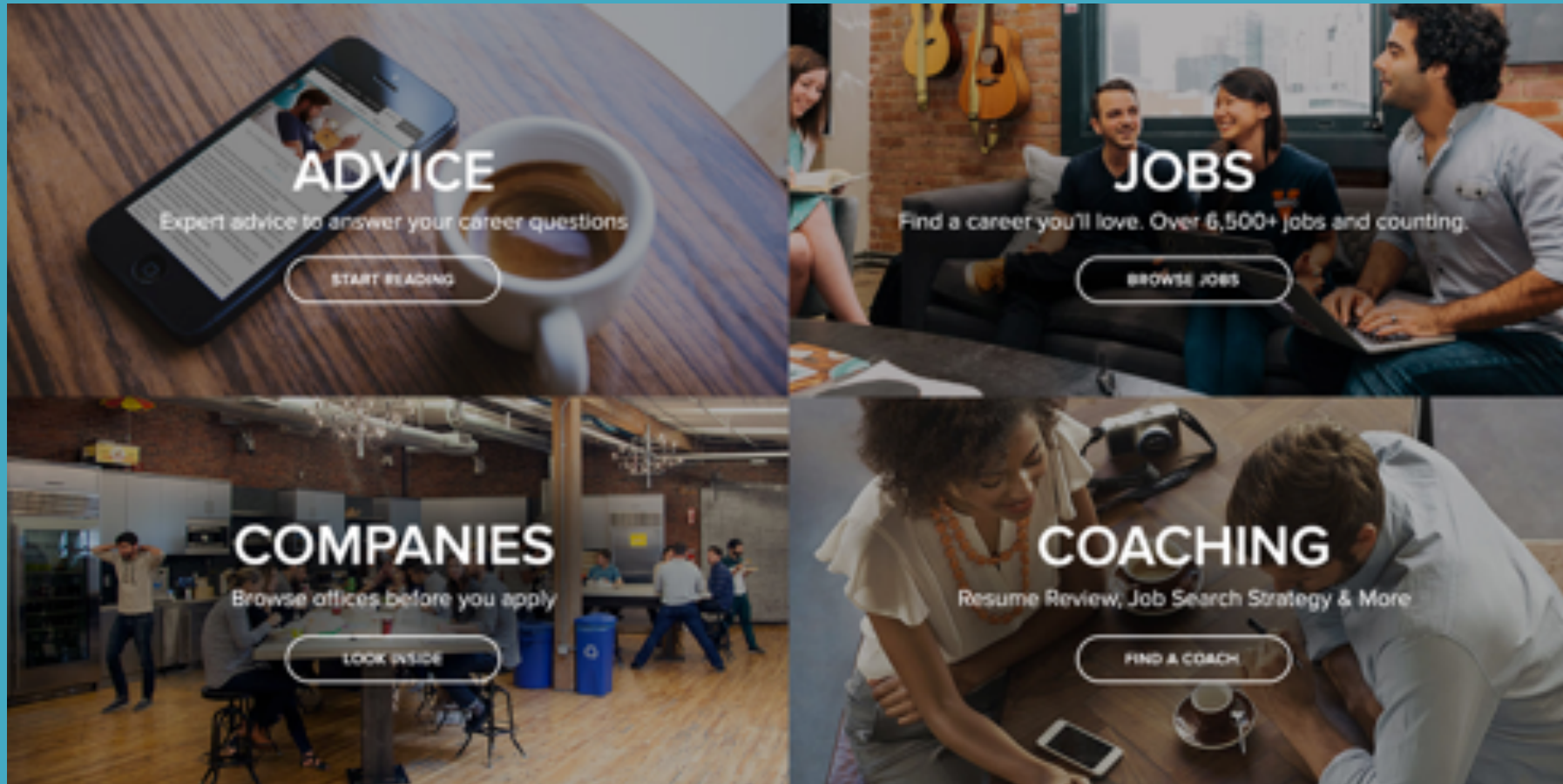
MuleSoft ★★★★★ [6 reviews](#) - San Francisco, CA  
This role reports to the Vice President of Corporate Marketing, who leads brand, creative, public relations, analyst relations and developer marketing at...  
[Easily apply](#)  
5 days ago - [save job](#) - [email](#) - [more...](#)

## Senior Marketing Manager - new

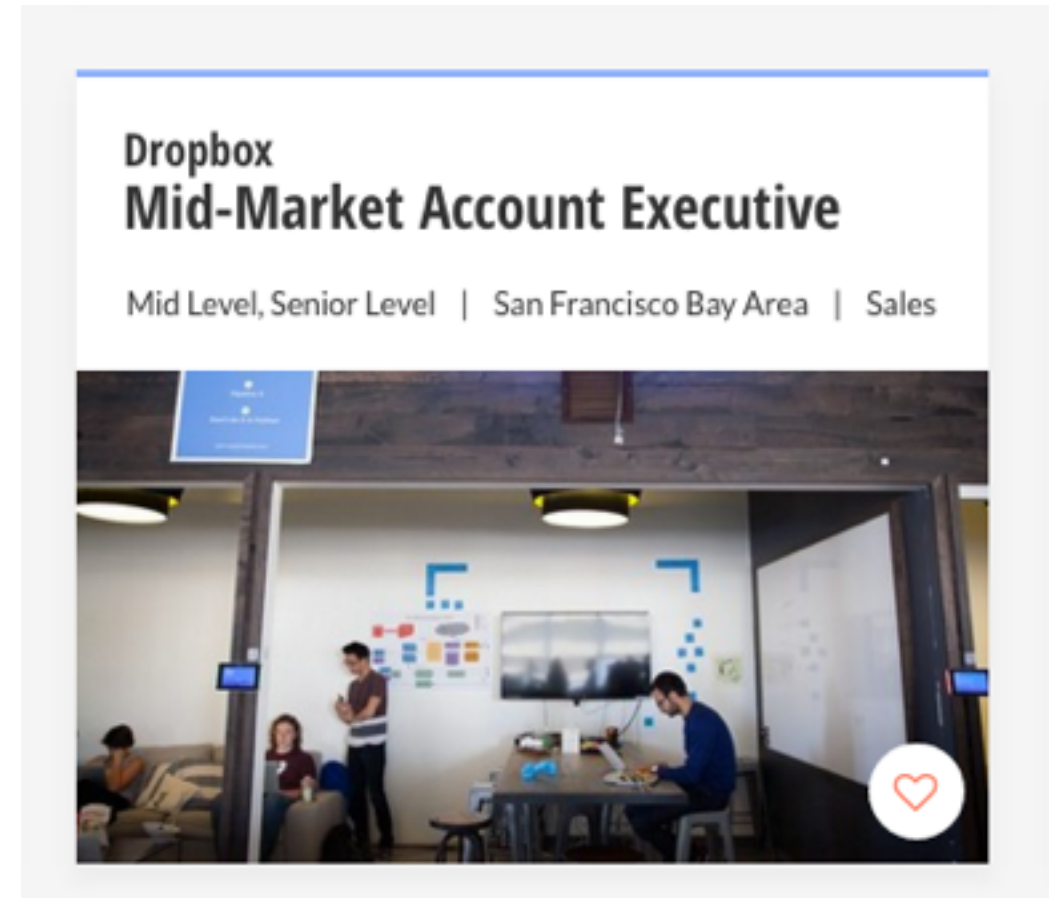
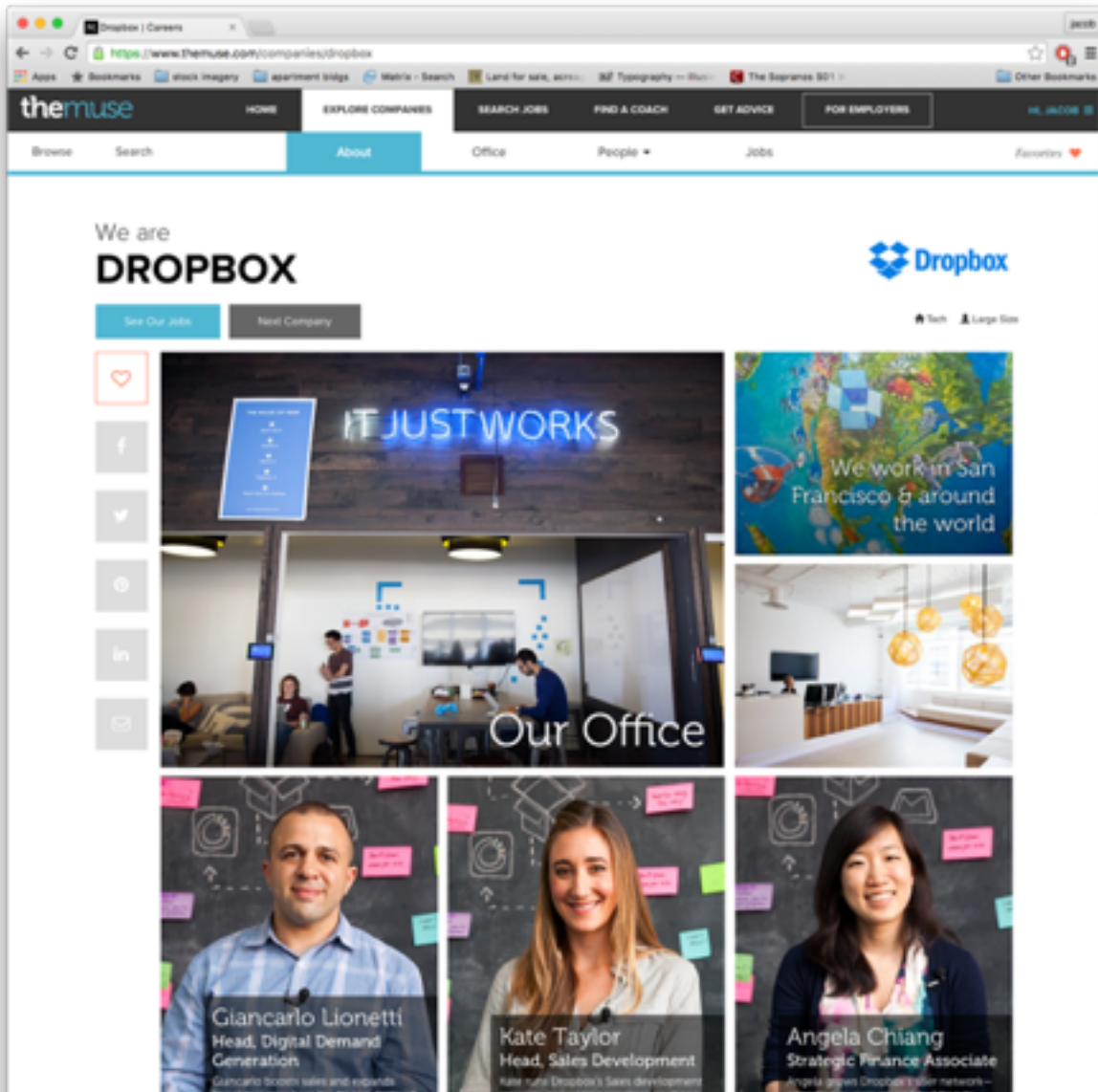
Cantaloupe Systems - San Francisco, CA 94105 (Financial District area)  
Marketing Manager to drive marketing in various strategic and tactical areas (e.g. 5+ years marketing experience)

NO ONE HAS EVER SAID, “I LOVE  
MONSTER.COM”...EXCEPT FOR MAYBE  
THE MOM OF THE DUDE WHO STARTED  
IT.

# WE'RE NOT JUST A JOBS SITE



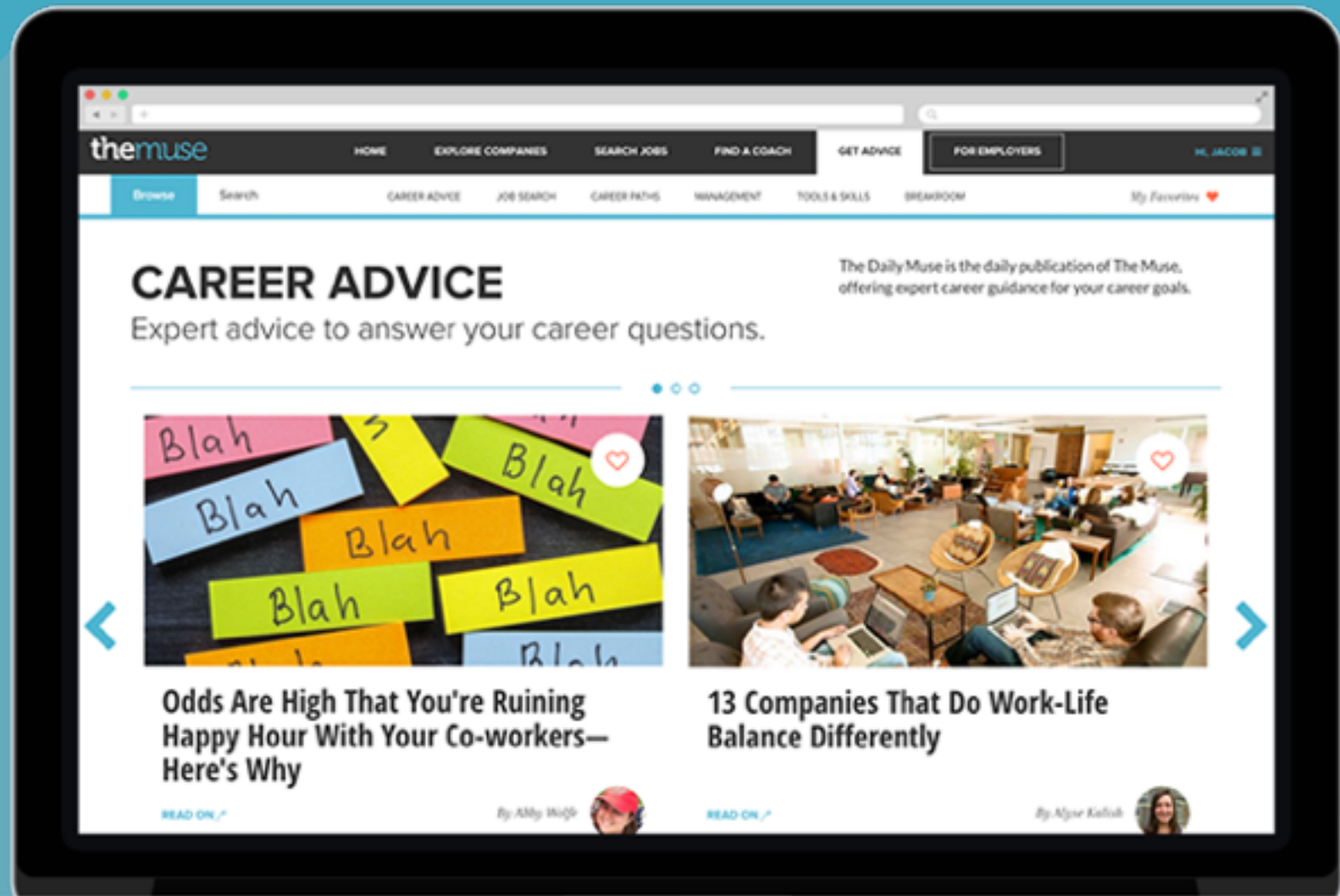


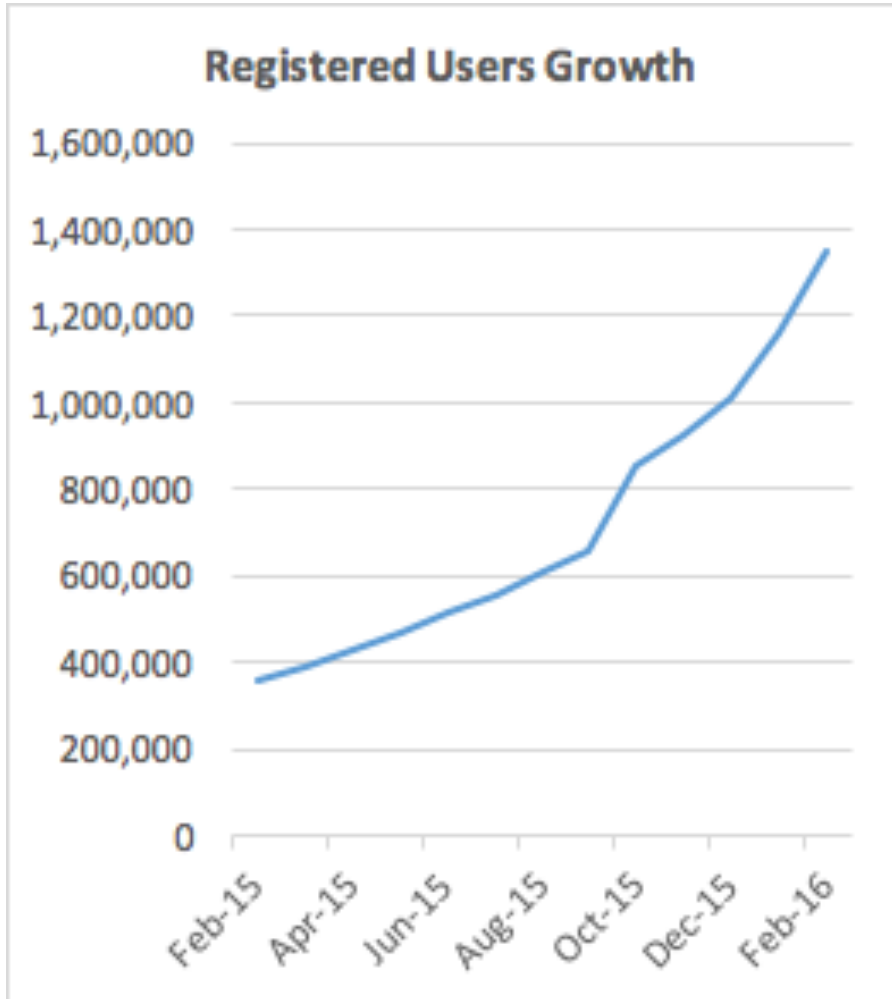


We take people inside great companies

A picture is worth a thousand words

# EXPERT ADVICE FOR EVERY CAREER DECISION





150,000 NEW  
REGISTERED USERS  
EVERY MONTH

TOTAL MARKETING SPEND ON ACQUISITION  
TO DATE: \$0.00

Google

All Apps Videos Images News More Search tools

About 48,100,000 results (0.50 seconds)

**Sample Interview Question - Bridgespan.org**  
[www.bridgespan.org/Interviews](http://www.bridgespan.org/Interviews)  
 Example Questions for Nonprofit Recruiting, Free Guide

Nonprofit Interviewing      Nonprofit Resumes  
 Sample Job Descriptions      Bridgespan Newsletters

**31 Most Common Interview Questions and Answers | The Muse**  
<https://www.themuse.com/.../how-to-answer-the-31-most-common-interview...>  
 When answering this question, interview coach Pamela Skillings recommends being accurate (share your true strengths, not those you think the interviewer wants to hear); relevant (choose your strengths

Google

All Images Shopping News Videos More Search tools

About 434,000,000 results (0.56 seconds)

**How to Create a Website - GoDaddy.com**  
 Ad [www.godaddy.com/Websites](http://www.godaddy.com/Websites)  
 4.7 ★★★★★ rating for godaddy.com  
 With Domain, Hosting & Email. Customizable Templates, Just \$1/mo.  
 Go You. GoDaddy - \$0.99 Domain Names - \$1 Web Hosting - \$1 Website Builder

**The 35 Best Personal Websites We've Ever Seen - The Muse**  
<https://www.themuse.com/.../the-35-best-personal-websites-weve-ever-seen>  
 Need some inspiration for your personal website? Check out these gems.

**35 (More!) of the Best Personal Websites We've Ever Seen - The Muse**  
<https://www.themuse.com/.../35-more-of-the-best-personal-websites-weve-ever-seen>

Google

Google

# WE GROW THROUGH CONTENT

**Career Advice Articles | The Muse**  
<https://www.themuse.com/tags/career-advice>  
 Need advice for your workday? Start here. You'll find career tips, career advice, and articles on career basics. Truth: You Have to Embrace Your Real Self if You ...

**10 Experts Share the Best Career Advice They Ever Received - Money**  
[money.usnews.com/.../careers/.../10-experts-share-the-best...](http://money.usnews.com/.../careers/.../10-experts-share-the-best...)  
 Feb 1, 2016 - We tapped seasoned career experts, including college career counselors, authors and CEOs, for the best career advice they've ever received.

**Career Advice; - Huffington Post**  
[www.huffingtonpost.com/news/career-advice/](http://www.huffingtonpost.com/news/career-advice/)  
 Career Advice; ... These tips are meant to cut through the noise of career clichés offered in books written by people light years removed from their early days of ...

**Career Advice - Tips for Job Interviews, Resume & Career ...**  
[www.monster.com/career-advice](http://www.monster.com/career-advice)  
 Whether you're looking to change careers or simply want to know what interview questions to prepare for, this is the place for career advice and tips.

**Part 1 Writing a Resignation Letter**

1. Have a friendly but formal opening. ...
2. Clearly state your intention to resign. ...
3. Give proper notice. ...
4. State your reasons for leaving (optional). ...
5. State that you're willing to help out during the transition. ...
6. Thank your employer for the experience. ...
7. Wrap up your letter on a kind note.

More items...

**How to Write a Resignation Letter (with Sample Resignation Letters)**  
[www.wikihow.com/Write-a-Resignation-Letter](http://www.wikihow.com/Write-a-Resignation-Letter)

**How to Write A Resignation Letter | The Muse**  
<https://www.themuse.com/advice/how-to-write-a-resignation-letter>  
 Here is a step-by-step resignation letter template for quitting your job. This guide will break down what is necessary to include when writing a resignation letter.

About this result - Feedback

## BRAND AND RETENTION

BRAND MARKETER  
SOCIAL MANAGER  
CRM / EMAIL  
DESIGN  
COPY WRITERS  
EDITORIAL

## ACQUISITION

SEO  
DIGITAL ACQUISITION  
SITE OPTIMIZATION  
PARTNERSHIPS

## DEMAND GEN

DIRECTOR OF B2B  
CRM/AUTOMATION  
EVENTS  
CONTENT



All Apps Videos Images News More Search tools

About 48,100,000 results (0.50 seconds)

### Sample Interview Question - Bridgespan.org

Ad [www.bridgespan.org/Interviews](http://www.bridgespan.org/Interviews)

Example Questions for Nonprofit Recruiting, Free Guide

Nonprofit Interviewing

Nonprofit Resumes

Sample Job Descriptions

Bridgespan Newsletters

### 31 Most Common Interview Questions and Answers | The Muse

<https://www.themuse.com/.../how-to-answer-the-31-most-common-interview...>

When answering this question, interview coach Pamela Skillings recommends being accurate (share your true strengths, not those you think the interviewer wants to hear); relevant (choose your strengths that are most targeted to this particular position); and specific (for example, instead of "people skills," choose " ...

Tell Me About Yourself? - What's Your Biggest Weakness? - The One Question All ...

### Top Job Interview Questions | Monster.com

[www.monster.com/career-advice/.../100-potential-interview-questions](http://www.monster.com/career-advice/.../100-potential-interview-questions)

Articles in This Feature: Make a Great First Impression home. Last-Minute Interview Preparation. Six Key Interview Answers Employers Need to Hear. 100 Potential Interview Questions. Nonverbal Communications: Escape the Pitfalls. Job Interview Tips. Steer Clear of Interviewers' Pet Peeves. Tell Me About Yourself - Recruiter Roundtable - Focus on Your Strengths - Prepare

### Top 10 Interview Questions (...And How To Answer Them)

[theinterviewguys.com/top-10-job-interview-questions/](http://theinterviewguys.com/top-10-job-interview-questions/)

Here's our top 10 job interview questions and exactly how to answer them. We've also included handy "Do's" and "Don't s" for each question...

WE'VE  
SLOWLY  
OPTIMIZED  
FOR KEY HEAD  
SEARCH  
TERMS

#### KEY TOOLS:

- Bright edge
- Screaming Frog

# INTERVIEW QUESTIONS



## How to Answer the 31 Most Common Interview Questions

*By The Daily Muse Editor*

Wouldn't it be great if you knew exactly what a hiring manager would be asking you in your next interview?

While w  
31 most

While w  
fact, ple  
you might be asked, what hiring managers are really looking for in your responses, and

NEED A CONFIDENCE BOOST BEFORE THE BIG INTERVIEW?

EMAIL ADDRESS

MONITOR AND AGGRESSIVELY CAPTURE NEW USERS ON TOP CONTENT.

### KEY TOOLS:

- Bounce Exchange
- Chartbeat
- Internal Bandit Testing for Optimization



Here's Why You Shouldn't Stay at a Job Out of Guilt: Your Company Will Be Fine Without You

## ARTICLES

I'd made my final decision: to soon as I was offered a new opportunity, I was leaving, but I felt guilty. Really, unreasonably, guilty.

My manager at the time was a smart, kind, and patient individual, and he made it clear that he valued me and wanted me to be happy. But the reality was, unless he created a completely new position for me—a role that didn't even exist at the company yet—there wasn't anything he could do to make me like my role more. Bottom line: It was a bad fit and I needed out.

But because he truly respected me, even though it was an entry-level position (or at least, that's how some of my colleagues made me feel), I felt terrible about starting up my job search again. And I was desperately afraid of hurting his feelings. On top of that, I also knew he was really busy, so I'd left, more and more tasks would pile onto his already overflowing plate.

**BOUNCE EXCHANGE**

Bounce Exchange is an online marketing analytics platform—enabling its clients to track web traffic as they convert new customers.

See inside the Office of BOUNCE EXCHANGE

Send To A Friend

Play this job as often

VP of Publisher Development

## JOBS

Google+ has called it for all four parties. There also aren't a lot of exciting things happening in ad-tech and we're sick of that.

Bounce is changing this. We have a lot of traction. Now we need the right person to make this explode. You'll utilize your established relationships with publishers to drive serious revenue by partnering with the best of the best, and will be directly responsible for hockey stick growth... exciting stuff.

You should have plenty of experience and established relationships within the publisher space and tons of knowledge on best practices in the programmatic landscape. If not, this isn't the position for you.

If you think low impact (by standard IAB ads (100x60, 300x250, etc) are the future, this position isn't for you. If you are frustrated with the lack of innovation in ad-tech, and want to join the fastest growing software company in the country...we should talk.

Responsibilities:

We are **CLOUDPASSAGE**

See Our Jobs | Meet Company

Work in San Francisco

## COMPANIES

Alfonse Adriasola - Director of Engineering

Taronda Crawford - Product Manager

Eric Hoffmann - Director of QA

Click to Meet Alfonso | Click to Meet Taronda | Click to Meet Eric

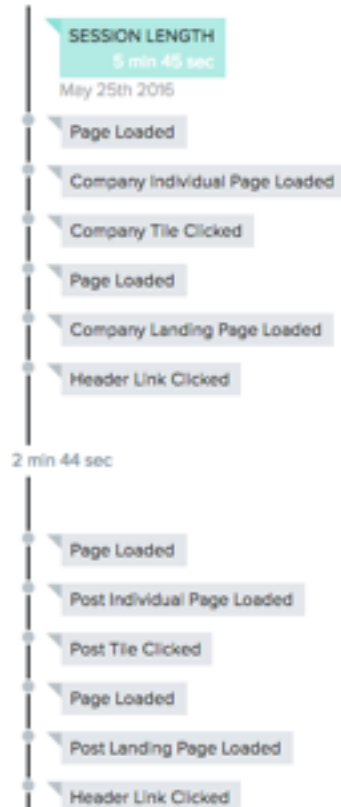
# THEN WE TRACK . YES, CREEPY. BUT IMPORTANT.

# CAREERS ARE LIFECYCLE DEPENDENT SO WE NEED THIS DATA.

KEY TOOLS:

- Amplitude





# RIGHT INTO OUR ESP YOU GO, DATA

## blueshift

Campaigns

Segments

Predictive

Creatives

- Email templates
- Display ad templates
- Push message
- SMS templates
- Images

Catalog

Promotions

Customers

- Attributes
- Lists

Customer: [elliott@themuse.com](mailto:elliott@themuse.com)

Overview Predictive Messaging (250) Activity (2004)

Search for event...

| Event                | Date              |
|----------------------|-------------------|
| appnexus             | 05/25/16 11:26 AM |
| pageload             | 05/25/16 11:26 AM |
| page loaded          | 05/25/16 11:26 AM |
| appnexus             | 05/25/16 11:26 AM |
| page loaded          | 05/25/16 11:26 AM |
| pageload             | 05/25/16 11:26 AM |
| company landing page | 05/25/16 11:26 AM |

```
{
  "timestamp": "2016-05-25t15:26:04+00:00",
  "event": "appnexus",
  "referrer": "https://www.themuse.com/companies",
  "ip": "158.106.198.20",
  "cookie": "040eb5fb-d4f7-3e32-a013-0b46281e73fe",
  "site": "themuse.com",
  "url": "https://www.themuse.com/companies/cloudpassage?ref=th",
  "appnexus_id": "4269918413558440455",
  "user_agent": "mozilla/5.0 (macintosh; intel mac os x 10_10_4",
  "event_uuid": "feb2004e-228c-11e6-b524-068cfedbc8c9",
  "timestamp_epoch": 1464189964,
  "account_uuid": "8ba15ad7-2bc4-4bb9-a316-1d8d50477254",
  "bs_country_code": "us",
  "bs_country": "united states",
  "bs_region": "virginia",
  "bs_city": "richmond",
  "bs_postal_code": "23261",
  "bs_geo": [
    -77.4603,
    37.5538
  ]
}
```

# COMPANIES

We Think You'll Love



## Atlassian

Sydney, San Francisco, and Austin  
Tech / Mid-Size Company

Atlassian prides itself on core values that illustrate its dedication to getting things done together, in and out of the office. Centered around building with heart, being a team player, and openness with the customer and between team members, these foundational values dictate who Atlassian hires, how it does business, and ultimately, what it creates.

READ MORE ABOUT ATLISSIAN

SHARE



JOBS AT ATLISSIAN

DATA FUELS  
OUR  
SEGEMENTS  
TO CREATE  
SUPER  
TARGETED  
MESSAGING.

### Matching Users

| Total | Email | Display | Push | SMS |
|-------|-------|---------|------|-----|
| 4     | 0     | 2       | 0    | 0   |

#### MUST match all of these conditions:

**Recent Activity**

Event is 'post individual page loaded' within past 24 Hours at least 5 - 30 time(s)  
Event should match one or more of these attributes:

- Post\_tags contains job search
- Post\_tags contains resumes

#### MUST NOT match any of these conditions:

**Customer Lists**

Must have email address in each of these list groups:

- MCC - SENT Retarget 20160323

**Messaging**

Campaign is equal to MCC-RT-NonAdd  
Trigger is equal to 1st Trigger — Email  
Action is equal to Sent within past 6 Months

**Messaging**

Action is equal to Sent  
Campaign is equal to MCC-RES\_LI  
Trigger is equal to 1st Trigger — Email within past 90 Days

**Messaging**

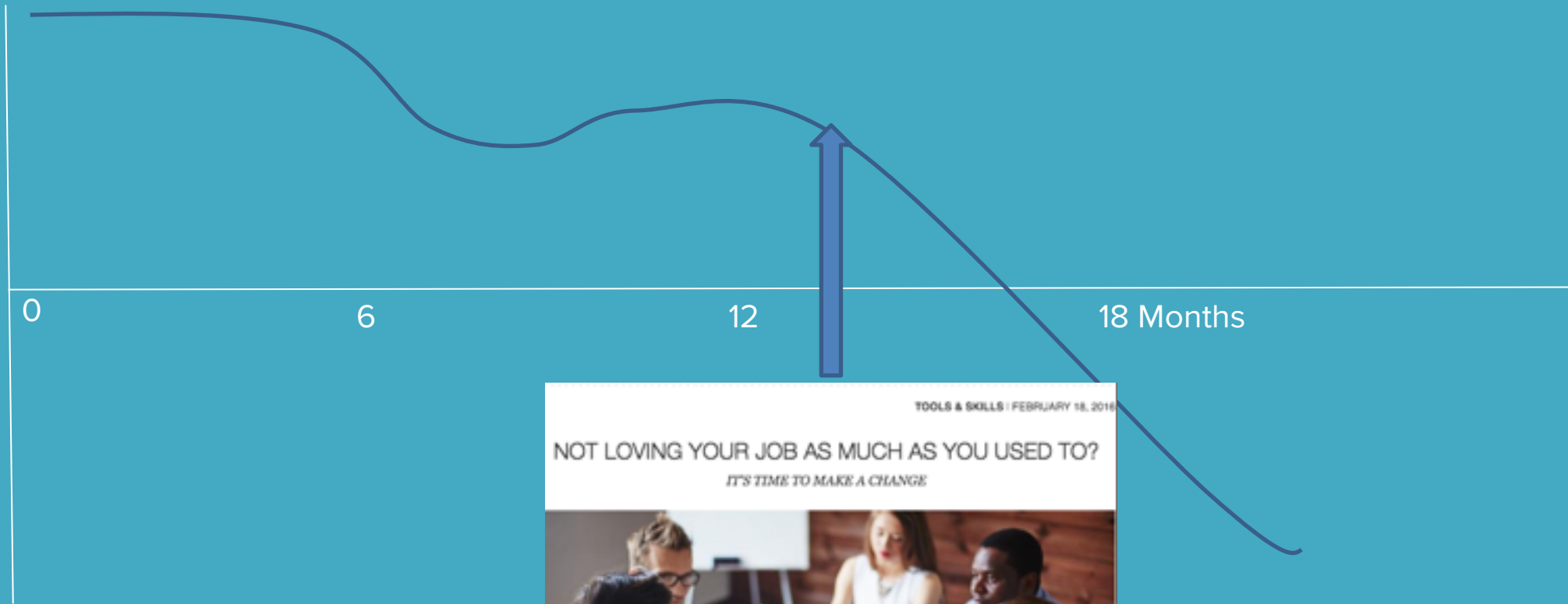
Action is equal to Sent  
Campaign is equal to MCC-JS\_App  
Trigger is equal to 1st Trigger — Email within past 90 Days

**Messaging**

Action is equal to Sent  
Campaign is equal to MCC-Interview

# HOW OFTEN DO MILLENNIALS JOB SEARCH? WE (AMPLITUDE) KNOWS

Happy with Job



Get Me The F Out of Here



“GIVE A DAMN AND SOUND LIKE A HUMAN”

OUR GUIDE TO COMMUNITY



Tickets

Reports

KB

Apps

Search by person, l

Questions @ The Muse

- All New & Open 10
- All Unassigned 4
- Older Than 5 Days 1
- Older than 10 Days
- My New & Open
- Recently Updated 8
- All Pending
- All Closed 3701
- Low Priority 6
- Spam 424

- Business @ The ... 1277
- Care.Coaching @ ... 1
- Eloise Tickets 8
- Low Priority Care
- Delete Account
- New Ticket

← CLOSED Eloise E. ▾



Application through The Muse  
Erik Malkemus

Hello,

I just submitted an application to MD Insider's general candidate position and received the following message:

While the application went through, we couldn't send a notification to the hiring manager. Please email [questions@themuse.com](mailto:questions@themuse.com) for assistance.

Please let me know if you need anything else from me. For convenience, I've attached the documents that were uploaded in the application.

Thanks for your help!

Erik Malkemus

- @ pasted1
- @ erik-malkemus\_cover - MC Insider.docx
- @ erikmalkemus\_resume\_20160524.docx



Eloise replied to Erik CLOSED

Hey Erik,

Thanks for your email--but no worries! Everything has gone through properly, you can disregard that alert.

Thank you for using The Muse, and please let me know if there is anything I can help you with in the future!

Eloise

WE RESPOND TO EVERY INBOUND EMAIL. ALWAYS

KEY TOOLS:

- GROOVE



WE CRAVE  
FEEDBACK.

ESPECIALLY  
THE BAD  
STUFF.

KEY TOOLS:

- GROOVE
- TYPEFORM

