

Turkey Jobs Expertini®

Graphic Designer

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Company: Insider

Location: İstanbul

Category: other-general

Before jumping in on all the information about the role and what you can bring to the table, let us introduce ourselves real quick. **About us**Hi there! We are Insider, a B2B SaaS company that drives growth for its clients around the world. How are we achieving this? We are connecting data across channels, predicting future behavior with AI, and individualizing experiences from a single platform with the fastest time to value. We announced that we unlocked our unicorn status after our Series D round. We are backed by top-notch investors including Sequoia Capital, QIA, Riverwood, Endeavor Catalyst and trusted by 1000+ brands from high-growth startups to the most prestigious Fortune 500 companies such as Singapore Airlines, Virgin, Nestle, Nissan, Samsung, Lenovo, Puma, MediaMarkt, IKEA, Allianz, Santander, Dominos, Avon, CNN, and the list goes on. We are the #1 Leader everywhere! We are recognized as a leader in The Forrester Wave™ for Cross-Channel Campaign Management in Q3, 2021. We are also named a leader in 2021 Gartner® Magic Quadrant™ for Personalization Engines. But wait, there is more. For 21 quarters in a row, we've been ranked as a leader in G2 Mobile Marketing, Personalization, Customer Data Platform, and Customer Journey Analytics Grids. We are also proud to become one of the very few female-led B2B SaaS unicorns in the world. Behind all these achievements, there is an exceptionally talented and passionate team across 28 countries that moves fast and agile, creates cutting-edge products, and focuses on making an impact. If you want to join us in this journey, just keep reading. We are seeking an out-of-the-box, sales enablement-focused designer to join our team! As a part of the Insider global sales enablement team, you will be working with a high-growth scale-up. This requires you to be both creative and passionate

about design, as well as innovative in your approach. You will collaborate closely with the design and sales enablement team, as well as C-level executives, including the Chief Revenue Officer, Regional VPs, and Sales Enablement Managers, across 26 regions. Your role will involve designing engaging creatives to enhance brand awareness for Insider, ultimately driving sales and facilitating our growth.

Your Responsibilities

Generate creative concepts for a variety of marketing materials, including sales presentations, social media posts, competition battle cards, event materials, and more making sure new and existing projects adhere to our creative brand standards.

Develop visual assets and presentations that effectively communicate product capabilities and value propositions to target audiences.

Develop and maintain templates for various digital assets to promote consistency and efficiency.

Create engaging GIFs and explore innovative ways to showcase Insider's products to customers.

Stay informed about competitor activity and industry best practices to keep Insider's digital assets competitive.

Proactively research and incorporate emerging design trends, technologies, and marketing strategies into your work.

We're perfect match if you have

Expert-level knowledge of Keynote, PPT, Google Slides, Canva, and Figma.

Familiarity with additional presentation creation programs and services is a plus.

Developed aesthetic sense and ability to create visually compelling assets.

A meticulous approach to ensure error-free presentations.

Ability to clearly articulate design ideas and collaborate effectively with stakeholders.

We are constantly seeking talented designers. Impress us with your work, and there will be opportunities for additional projects in the future. We prioritize long-term relationships and

growth, and we are enthusiastic about extending our collaboration beyond this initial project

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