



About Marketfish

Marketfish is a privately funded Seattle startup poised to disrupt the existing \$4.5B list marketing industry with a cutting edge software-as-a-service platform. With nearly every marketing agency in Seattle as our client, Marketfish is poised for quick, explosive growth. Come join our team of experienced marketers, entrepreneurs and technologists.

Marketfish is located in the historic Florence Building, right next to the Smith Tower in Pioneer Square. Are you interested in launching a career in sales, marketing or advertising? Do you have a passion for technology-based startup opportunities? Would you enjoy the challenge of working with publishers to help them leverage their readership for revenue growth? If so, Marketfish may be the place for you. [In other words...](#)

Get in touch with your inner fish.

About the Position

The Lead Hunter plays a critical role in supplying the List Hunting team with qualified potential business partnerships that display the very best practices in audience development and align with trends in advertising demand. Your deep knowledge of the internet as a sales asset, and your hunger for finding the perfect information equip you for success in this position. You have a passion for engaging customers, watching your discoveries hit the target, and grow into major contributions to your company.

Responsibilities

- Conduct online searches to uncover potential prospects, adhering to a tightly-defined target qualification set
- Pre-qualify leads through initial outbound calls to decision-makers, and establish interest
- Accurately enter potential prospects into CRM tool, effectively document activity, and set tasks for future follow up by the List Hunting team
- Collaborate with List Hunting team to provide feedback on new categories, and develop innovating targeting and search techniques
- Meet or Exceed lead targeting activity goals and conversion goals
- Monitor reporting to ensure high level of lead quality, accuracy and volume

Requirements

- College coursework required, college graduate preferred
- 2+ years of sales experience
- Demonstrated skills in effectively searching the internet for corporate research
- Excellent business communication skills; fluency in English required
- Good with people
- Self starter with demonstrated ability to work independently, take direction and feedback, and apply towards measurable results
- Strong hunter mentality
- Contract position, half-time to full-time

To apply, email your cover letter and resume to jjoyce@marketfish.com