



Lead Generation Specialist

Position Description

Department: Marketing	Reports To: Marketing Manager
FLSA Status: Salaried, Exempt	Position Status: Full Time
Position Location: Indianapolis	Updated: 05/26/2026

Employee Receipt

I have received and read this position description and can perform the essential functions of the job as well as the physical and work environment demands and agree to perform accordingly.	
Employee Signature:	Date:
Print Name:	

Summary of Position Functions

This position is responsible for research on targets, prospects, and current customers, organization and clean-up of our CRM system, reporting from GA4, CRM and marketing automation program, helping to manage the website and its functions, and playing an integral role in all aspects of the organization, as needed, as we grow our company. The best fit for this position is someone who is organized, thinks analytically, and wants to work as part of a team to achieve success for the customers and company.

Copper Mountain Technologies is a fast-growing technology company that provides industry-leading test and measurement solutions for engineers in RF (Radio Frequency) & Microwave, IoT (Internet of Things), Telecommunications, Aerospace, Automobile, and other high-tech industries. You will work with a great, supportive team in our newly renovated downtown office which provides a fun and hard-working environment.



Essential Position Functions

- Drive business growth by identifying potential customers
- Generate high-quality leads through various avenues, including research and collaboration with marketing and technical teams
- Work closely with the sales team to ensure a seamless handover of qualified leads
- Collaborate with marketing teams to align lead generation efforts with overall marketing strategies
- Have experience of manipulating data in different modules in CRM system. Clean, input, and update all leads, contacts, and accounts in our CRM, especially clean the duplicate records.
- Assist with cleaning and organizing lead lists from advertisers, events, and webinars.
- Work on market research and list building for the industries we serve.
- Conduct lead research for both US and global business development.
- Organize opportunities with contacts and accounts.
- Set up custom events and metrics on GA4 and GTM to understand users' behaviors.
- Manage digital marketing data platforms: Google Analytics, Google Tag Manager, Hotjar, and provide findings and suggestions on lead generation and campaigns performance.
- Extract email campaign data from Market Automation system, develop and readjusted KPIs dashboards in Looker studio for monthly review and optimizations.
- Test website design and improvement element with developer if needed and track the performance on Hotjar and GA4.
- Other tasks and projects as directed

Education and Qualifications

- Bachelor's degree in marketing, business, or a related field
- 2+ years of relevant work experience



Knowledge, Skills, and Abilities

- Proficient in data analysis tools or equivalent previous analytics work
- Experience of CRM integrated with marketing automation tools (ex. Sugar Market, Marketo) – focused primarily in SugarCRM or Salesforce.
- Previous knowledge of Google Analytics 4 and Looker Studio.
- Basic HTML Skills (website build experience preferred)
- Proficiency in MS Word, Excel, and Outlook with excellent writing and proofreading skills.
- Self-starter with excellent critical thinking/problem-solving skills

Certifications, Licenses, Registrations

Valid driver's license