



Your talent is powerful, protect it wisely with us!

AI is the biggest technology shift of our lifetime as it reshapes how people work and play! At Straiker, our mission is to ensure businesses can embrace AI agents with confidence. Founded by seasoned AI & Security entrepreneurs and backed by premier venture partners like Lightspeed and Bain Capital, we're building highly fine-tuned AI technology to protect enterprises against the next generation of AI threats. If you are a dreamer, self-starter, high IQ – low ego individual and want to join us in our mission to secure the future with AI, Straiker is the right place for you. Are you in?

Marketing Manager

Location: Sunnyvale, SF Bay Area

Job Type: Full-Time

Job Description

As a Marketing Manager at Straiker, you'll own the programs that grow our brand and pipeline in the agentic security market. This is a hands-on, strategic role for someone who knows the cybersecurity space, understands how to reach a technical buyer, and can run campaigns end-to-end without waiting to be told what to do. You'll work closely with our Head of Marketing, Sales team, and external partners to drive demand, build community, and amplify Straiker's voice across digital and in-person channels. You have a sharp eye for brand, a clear sense of who our ICP is, and you market to them with precision.

Key Responsibilities

- **Webinar Program Ownership:** Plan, produce, and manage a monthly webinar series — from topic selection and speaker coordination to promotion and post-event repurposing. Own the calendar, the content, and the metrics.
- **Growth Campaign Execution:** Build and run integrated growth campaigns across podcasts, user conferences, social media, and digital channels. Know which levers move pipeline at each stage and pull them with intentionality.
- **Content Repurposing & Distribution:** Transform thought leadership, event recordings, and campaign assets into shareable formats across social, email, and the website. Get more mileage from every piece of content we create.

- **Reporting & Analytics:** Track and report on program performance using HubSpot and other marketing tools. Translate data into decisions by knowing what's working, killing what isn't, and doubling down on what drives results.
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Qualifications

- 2+ years of B2B marketing experience, ideally in cybersecurity, AI, or enterprise tech
 - Proven track record owning and executing multi-channel campaigns independently — you don't wait to be told what to do
 - Experience managing webinar programs, virtual events, or podcast initiatives end-to-end
 - Hands-on experience with paid social (LinkedIn required; X/Twitter a plus) including targeting, creative, and performance optimization
 - Strong understanding of B2B buyer personas and how to craft messaging that resonates with technical and security audiences
 - An eye for brand consistency — you notice when something is off-tone and you fix it
 - Proficiency with HubSpot, Google Workspace, Canva, and emerging marketing technologies
 - Excellent written and verbal communication skills
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Preferred Skills

- **Builder Mentality:** You see inefficiency and immediately start thinking about how to fix it, ideally with automation or AI.
 - **Cybersecurity Fluency:** Familiarity with enterprise security, AI/ML markets, or agentic AI concepts. You don't need to be an engineer but you need to earn credibility with the people who are.
 - **Startup Experience:** Prior experience in a fast-moving startup where you wore multiple hats and figured things out without a playbook.
 - **AI-Native Approach:** Hands-on experience with GenAI tools (ChatGPT, Claude, Midjourney, etc.) and excitement about applying them to real marketing challenges.
 - **Customer Marketing Experience:** Experience building customer advocacy or expansion programs that turn customers into a marketing channel.
 - **Content Sensibility:** An eye for design and copy, with the ability to adapt content for different audiences and channels without losing the brand voice.
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Apply Today

Please email your resume to Amy Heng at amy@straiker.ai to apply.

Straiker — The Agentic Security Company

straiker.ai