

**knak.**

# How Amazon Is Redefining the Modern Marketer

**95%**

Reduction in email build time

**10min**

Or under to build an email

## Overview

Amazon, one of the world's most advanced technology and customer-centric companies, is transforming how marketing is done: shifting from technical, tool-focused execution to a strategic, time-optimized, and innovation-driven function. This transformation is not only redefining job descriptions but also reshaping how marketing teams operate and deliver impact at scale. In collaboration with Knak, a no-code email and campaign creation platform, Amazon is cutting production time, simplifying workflows, and empowering marketers to focus on what truly matters: strategy, segmentation, and innovation.

## Challenges

In the past, marketers at Amazon, and across the industry, were expected to be jacks of all trades. Job descriptions from just a few years ago demanded expertise in:

- HTML, CSS, and marketing automation platforms (e.g., Pardot, SFMC, Marketo, AJO)
- Managing sprawling tech stacks
- Navigating disconnected tools and workflows
- Relying on technical resources or agencies for every campaign or content iteration

This technical barrier often slowed execution to a crawl, delaying time to market for campaigns and creating bottlenecks in QA and asset production.

Trusted by the world's biggest brands

Meta

Google

amazon

Uber

stripe

nvidia

Let's compare job descriptions for a marketer at Amazon from just a few short years ago to today:

## Previous

**Key Responsibilities:**

**Lead Generation**

- Creation and deployment of marketing campaigns that will drive real estate agents to purchase Moxi Works products and services.
- Utilize marketing automation (Pardot) to create database segmentations, run and optimize campaigns, and drive prospect velocity to maximize Marketing Qualified Leads (MQLs).
- Report back campaign performance and data, then provide insights and recommendations for continued improvement of your marketing campaigns.
- Creation of Salesforce Dashboards and Reports to provide systematic insight and performance of campaigns to marketing and product stakeholders.

**Content Creation and Campaign Management**

- Craft engaging and compelling stories across a variety of asset types (white papers, case studies, blog content, web pages, online ads, presentations, and sales collateral).
- Expand the digital repository through cross-team and vendor engagement to develop new video assets.
- Drive advocacy and brand awareness through holistic and mindful community engagement on social media platforms (LinkedIn, Facebook, Twitter, YouTube, and others).
- Story Amplification and Success
- Maximize the reach and engagement of content with our target audiences through a combination of inbound marketing, paid campaigns, public relations, and industry relations.
- Collaborate with sales and channel partners to identify opportunities for customer success, thereby expanding the pipeline of success stories.

Support these stories through the creation of case success materials; engage customers during the interview and review process, and engage contributing vendors where applicable to see through the execution of deliverables.

**Essential Skills and Experience:**

- 4-6 years of marketing experience
- 2-3 years of proficiency in HTML, CSS, and other related languages
- 2-3 years of working experience in marketing automation systems (e.g., Pardot, HubSpot, SilverPop, Eloqua, Marketo)
- Ability to define problems and develop solutions
- Excellent communicator and creative thinker with a strong eye for visual design
- Ability to synthesize data into information to influence decision makers
- Experience with a broad mix of tools, including Google Analytics, Webmaster Tools, Moz, Adobe, WordPress, Basecamp, Microsoft Office, and Vidyard, and an aptitude for finding, learning, and adopting new tools
- Skilled at building search engine authority
- Ability to manage multiple projects, set priorities, and exceed goals
- BA/BS with emphasis in business and marketing required

## Now

**Responsibilities include, but are not limited to:**

- Work on the strategic and tactical level to champion bold, innovative automation
- Envision new marketing approaches and channels to reach and engage key audiences
- Drive efforts to integrate 3rd party and internal tools with our central marketing automation platform from evaluation to implementation
- Gather detailed business requirements in collaboration with internal stakeholders (marketing, tech teams, etc.)
- Develop and execute on new ideas (project plans, collaborations with internal and external teams)
- Collaborate closely with technical teams, marketing stakeholders and international counterparts (i.e., Sales Ops) to deliver global solutions
- Leverage automation to improve processes and productivity, and make recommendations to support an organization scaling at rapid pace
- Manage multiple projects gracefully and balancing contending priorities in a rapidly changing environment

**Basic qualifications**

- Bachelor's degree in Marketing, Business, Computer Science or equivalent combination of education and experience
- Demonstrated experience owning and running the governance of a large-scale CRM and/or automation platform
- Strong communication (both verbal and written) and interpersonal skills, specifically with explaining technical concepts to a non-technical audience
- 6+ years of experience with central sales tools (i.e., Salesforce) and marketing automation systems (e.g., Pardot/Marketo).
- Experience with large-scale CRM and marketing automation platforms.
- Large scale project delivery for MarTech, lead management, or demand generation operations teams (e.g., integrating new 3rd party tools, migrating legacy marketing automation platforms).
- Experience communicating results to senior and executive leadership
- Experience with Excel or Tableau (data manipulation, macros, charts and pivot tables)
- Experience with data visualization using Tableau, Quicksight, or similar tools

**Preferred qualifications**

- Master's degree in Business, Marketing, or a technical field.
- Marketo and/or Pardot certified.
- Experience using SQL to pull data from a database or data warehouse and scripting experience (Python) to process data for modeling
- Adobe product experience (e.g., Adobe Experience Manager, Adobe Target, Adobe Audience Manager, Adobe Analytics, Adobe AdCloud suite).
- Strong communication (both verbal and written) and interpersonal skills, specifically with explaining technical concepts to a non-technical audience.
- Ability to manage multiple parallel projects and delivering quality releases on schedule.

## Solution



Amazon's marketing operations team, led by experts like Andrew (Senior Marketing Technologist), turned to Knak's no-code platform to rethink how marketing work gets done. By adopting no-code tools and automation, Amazon empowered its marketers to:

- Create production-ready emails in under 10 minutes (down from 3+ hours) by building a library of on-brand, reusable modules in Knak
- Eliminate repetitive, manual tasks by giving marketers direct access to the Knak platform, so they no longer rely on developers and ticketing systems
- Centralize content and QA processes by managing email creation, approvals, and testing in one platform
- Prioritize strategic thinking over tactical execution thanks to time saved and more autonomy in the creation workflow

This shift supports a broader transformation in the marketer's role: from builder to strategist.

“Time is the currency. If I can give my team hours back by removing friction, that's the ROI.”

**Andrew Eberting**

Marketing Operations Solution Lead, Amazon

## Key Innovations

### 1 No-Code Simplicity

Tools like Knak eliminate the need for HTML/CSS knowledge, allowing marketers to independently build and launch campaigns faster than ever.

### 2 Time as the New Currency

By freeing up hours previously spent on technical execution, marketers at Amazon focus on high-value activities such as segmentation, multi-channel planning, and performance optimization.

### 3 Evolved Job Descriptions

The old job posting emphasized deep technical knowledge. Today's Amazon marketing roles emphasize:

- Strategic vision
- Data-driven decision-making
- Executive-level communication
- Innovation and cross-functional collaboration

### 4 AI and Automation Integration

Amazon is exploring AI for QA, defect detection, and content optimization, creating more intelligent workflows.

## Results



#### Time Savings:

95% reduction in email build time. From 3+ hours to under 10 minutes, freeing up marketers to move faster without dev support



#### Faster Campaign Launches:

Lead times cut from weeks to days, enabling rapid response to business needs



#### Shift Focus to Strategy:

Marketing teams now focus on customer insights, innovation, and experimentation rather than production bottlenecks

## Conclusion

Amazon's marketing evolution is a model for modern enterprises. By embracing no-code platforms like Knak and shifting the marketer's role toward strategy and innovation, Amazon is enabling faster execution, better customer targeting, and a more empowered, future-ready marketing organization.



**Andrew Eberting**

Marketing Operations Solution Lead  
Amazon

“We're not hiring people to hand-code anymore—we're hiring marketers to think, to experiment, and to move fast.”