



B2B Marketing Specialist

Milwaukee, Madison or Chicago Area, WI

Learn more at www.ofr-inc.com. Email your resume to hr@ofr-inc.com.

We're searching for a B2B Marketing Specialist who brings creativity, hustle, and an eye for detail — someone passionate about crafting and sharing stories that capture who we are, what we do, and why it matters. You won't just be marketing — you'll be shaping the voice and vision of our brand, turning our company's journey into compelling content that connects with our audience.

Join Office Furniture Resources — a woman-owned, growing business that's not afraid to have a little fun while moving fast. We specialize in used office furniture: buying, selling, delivering, installing, and liquidating it with style. We are on a mission to make office spaces better and more sustainable, one desk and chair at a time.

Your Role in a Nutshell:

- Help craft and coordinate marketing campaigns.
- Create, update, and organize brochures, emails, web content, and social posts.
- Assist with trade shows and local events.
- Write compelling copy for emails, blogs, and press releases.
- Support email and lead nurturing campaigns.
- Collaborate with sales and operations teams to create product content on the website.
- Research trends, competitors, and customer insights to fuel smart marketing strategies.
- Use tools like Canva, Google Analytics, and social media schedulers to keep us looking sharp.
- Using (or learning) AI tools to improve content creation, reporting or automation.
- Frequent field trips to see furniture installs and create customer stories with project photo shoots.

What we are looking for:

- Experience and/or education in Marketing or Communications.
- Strong writing and communication skills (bonus points if you're funny, clever, or both).
- Experience or comfort working with technical or B2B products.
- Familiar with tools like Canva, Google Analytics, Microsoft Office, and Adobe Suite.
- Well-organized, self-driven, and happy to juggle a few projects at once.

Benefits:

- Competitive pay
- Paid time off
- Health, dental & vision insurance
- 401(k) with matching
- Supportive team and growth-minded company
 - Frequent field trips to see cool furniture installs or industry events
 - Milwaukee, Madison or Chicago can be your home base

Apply Now!

If you've got a marketing mind and a team-player heart — and you're excited to market used office furniture in a fresh, bold way — we'd love to hear from you.

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