

Job Description

Executive - Media Team

Key Requirements:

- Bachelor's degree in related field or any field.
- Proficiency in using digital marketing tools and platforms.
- Basic knowledge of SEM, social media advertising, and email marketing.
- Excellent written and verbal communication skills.
- Strong analytical and problem-solving abilities.
- Familiarity with web analytics tools such as Google Analytics.
- Ability to work in a fast-paced, deadline-driven environment.
- Good team player with strong organizational and multitasking skills.

Key Responsibilities:

- Assist in creating and implementing digital marketing campaigns across various channels.
- Monitor and analyze website and campaign/website performance using analytics tools.
- Conduct market research and competitor analysis to identify trends and opportunities.
- Optimize website content and landing pages for search engines.
- Assist in the planning and execution of paid advertising campaigns.
- Monitor and respond to client inquiries and feedback on media campaigns.
- Stay updated with the latest trends and best practices in digital marketing.
- Provide support to the digital media team in various tasks as required.