Job Description
Senior Executive - Media Team

Key Requirements:

- Bachelor's degree in related field or any field.
- Proficiency in using digital marketing tools and platforms.
- Strong understanding of SEM, social media advertising, and email marketing.
- Experience with web analytics tools such as Google Analytics.
- Excellent written and verbal communication skills.
- Strong analytical and problem-solving abilities.
- Ability to think strategically and develop innovative media campaigns.
- Proven track record of managing successful media campaigns.

Key Responsibilities:

- Assist in developing and execute media strategies to achieve business goals.
- Manage and drive execution and analysis to optimize media campaigns across multiple platforms of multiple clients smoothly, and provide insights and recommendations.
- Stay updated with the latest industry trends and emerging digital marketing technologies.
- Conduct competitor analysis and market research to identify opportunities.
- Collaborate with cross-functional teams to ensure brand consistency across all digital channels.
- Monitor and respond to client inquiries and feedback on media campaigns.
- Track and report on key performance indicators (KPIs) for digital media campaigns.
- Ensuring client satisfaction by delivering work as per the brief and delivered on time.
- Provide guidance, fostering a collaborative work environment.
- Guide team members to enhance performance.