

**Digital Media & Performance Lead | Mastercard Jobs in Dubai**

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Company: Mastercard Inc.

Location: , Dubai, United Arab Emirates

Category: sales-and-related

Digital Media & Performance Lead | Mastercard Jobs in Dubai

Description:

As Marketing Services (MS), the marketing strategy & execution arm of Mastercard, we aim to focus on differentiated scalable and digital offerings that leverages our unique data and marketing technology to accelerate campaign performance and associated outcomes.

Responsibilities:

Support the development of new and existing MS Acquisition products and capabilities across the Digital Marketing and Sales funnel, focusing on driving exponential growth across all key metrics and KPIs.

Support the creation of frameworks and processes that build industry-leading creative

Support the development of the creative strategy capability in collaboration with creative production, creative strategy, and creative marketing partners

## Requirements:

Positive mental attitude. A pleasure to work with. Socially intelligent and witty behind the PC. Firm grasp of AdTech, MarTech, Mobile and Performance Marketing landscape with ability to identify the right partners via requirements and specs.

Well-versed in end-to-end digital marketing which includes analytical review of media strategies and plans, trouble shoot and work with partners to propose successful results-driven digital marketing strategies.

#J-18808-Ljbffr

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