

Female Marketing Executive

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Company: CONNECTING 2 WORK

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

Job Description

We are looking for a talented **Marketing Executive** to undertake marketing projects for the benefit of our company. You will organise creative campaigns and promotional events that can make a difference for our company's success according to trends and customer requirements.

The ideal candidate will be passionate for the "art" of marketing and will have an abundance of ideas for building efficient strategies. He/she must bring forth a strong arsenal of techniques and methods to promote our products, services and public image.

The goal is to reach out to the market and cultivate the customer's interest in our products and services in ways that strengthen our reputation and facilitate our continuous growth.

Responsibilities

Conceive and develop efficient and intuitive marketing strategies

Organize and oversee advertising (social media, TV etc.), exhibitions and promotional events

Conduct market research and analysis to evaluate trends, brand awareness and competition ventures

Initiate and control surveys to assess customer requirements and dedication

Write copy for diverse marketing distributions (brochures, press releases, website material etc.)

Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities

Monitor progress of campaigns using various metrics and submit reports of performance

Collaborate with managers in preparing budgets and monitoring expenses

Proficient in Tele Marketing with strong Tele Marketing techniques

Requirements

Proven experience as **marketing executive** similar role

Good understanding of market research techniques, data analysis and statistics methods

Thorough knowledge of strategic planning principles and marketing best practices

Proficient in MS Office and marketing software (e.g. CRM)

Familiarity with social media and web analytics (e.g. Web Trends) Excellent communication and people skills

Strong organizational and time-management abilities Creativity and commercial awareness

BSc/BA in marketing, business administration or relevant discipline Pleasing Personality

Experience: 2 yrs. and above

Gender: Female (Below 30 yrs.)

Timings: 9:00 AM to 6:00 PM

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