

Junior Manager Paid Media and Analytics Jobs in Dubai

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Company: PUMA

Location: dubai

Category: other-general

Junior Manager Paid Media and Analytics Jobs in Dubai

Job: Full Time

Location: Dubai, UAE

Job Responsibilities:

Liaise with external media buying agency on paid media plans on a yearly basis

Coordinate with retainer media buying agency to develop monthly paid media plans to drive traffic to puma.com

Oversee budgets and execute optimizations across several paid media platforms

Analyze and review brand metrics to determine performance improvements for every campaign

Compile monthly reporting and data for all paid media campaigns

Job Requirements:

Bachelor's degree in Marketing, Business or Communications (preferred)

1-2 years of experience in digital marketing

Sports industry experience is a plus

#J-18808-Ljbffr

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