

United Arab Emirates Jobs Expertini®

Senior Marketing Executive

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Company: Ventures Middle East

Location: dubai

Category: other-general

Responsibilities: Develop strategic event marketing ideas

Plan online event marketing campaigns to achieve approved event KPIS

Implement marketing campaigns across LinkedIn – Facebook – Ad Words – Email –

Partners – Websites

Own end-to-end execution of digital marketing campaigns while liaising across departments and with campaigns team for creative, copy, approvals, implementation and analytics

Optimize event websites and website SEO initiatives

Manage internal stakeholders and communication

Measure KPIs on every campaign and report on a regular basis, and optimized based on data driven solutions

Budget tracking and monitoring and managing the finance of the campaigns – managing and monitoring campaigns, expenses, invoices.

Very strong project management skills and ability to lead projects forward

Manage multiple events or projects simultaneously Requirements: At least five years experience in marketing

Familiarity with social media specifically LinkedIn & FB and web analytics.

Excellent communication and Copy writing skills

Digital marketing experience is a must

Strong organizational and time-management abilities

BSc/BA in marketing, business administration or relevant discipline

Good knowledge with SEO + AD words mandatory #J-18808-Ljbffr

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