

United Arab Emirates Jobs Expertini®

Vice President of Brand

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Company: Linkbase

Location: Dubai

Category: healthcare-practitioners-and-technical

AlphaHome, a web3 real estate company, is headquartered in Dubai. Its founding team comprises professionals from internationally renowned companies such as Alibaba, Ant Financial, Huawei, and Beike. The company has secured millions of dollars in Series A funding, with investment institutions including top-tier venture capital (VC) firms, web3 funds, and leading exchanges.

Responsibilities:

Develop and execute the company's brand strategy to ensure brand consistency and recognizability in the market, and drive brand value enhancement.

Responsible for developing and executing comprehensive marketing plans, including advertising, publicity, promotions, and marketing campaigns to increase brand awareness and market share.

Oversee the management of brand image and brand assets, including logos, slogans, brand reputation, and brand-related assets and resources.

Responsible for the company's brand communication with external stakeholders, including media relations, public relations, and social media management and maintenance.

Qualifications:

1-3 years of brand management experience in the blockchain industry

Ability to develop and execute innovative brand strategies to drive the company's competitive advantage in the market.

Keen awareness of relevant industry and market trends, and in-depth understanding of the latest developments in branding and marketing.

Native English speaker

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