

JOB DESCRIPTION

Senior Marketing Executive

Ho Chi Minh City, Vietnam

Full-time

Job Description

- Responsible for the development and placement of engaging content on PR communications & having the reporters' relationship
- Plan and manage monthly contents of social media ads
- Execute all tactical promotion across all channels include develop the content & follow up campaign roll-out
- Work closely with supplier, designer to make sure all marketing activities launch on time
- Marketing budget management and KPI-setting
- Executive all event and deploy earn/paid media management
- Understand the industry and its trends, including and not limited to competitor landscape, new opportunities for strategic marketing to increase revenue for the company and spread out Dreamplex identity to new target audience.
- Work closely with Sales/ Operations & Member Experience Team on all marketing activities. Track the take-up rate closely for better learnings and timely actions

Requirements:

- At least 2 years of experience in marketing executive
- Strategic thinking, ability to work independently to achieve performance targets
- Excellent interpersonal, communication & negotiation skills
- Fluent in written and spoken English
- A strong drive to make things happen and ability to influence

If you are interested in working with us, please email your CV to join@dreamplex.co