

Digital Marketing Executive

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Company: Talentvis

Location: Vietnam

Category: other-general

2 years' + digital marketing experience within investment management

Planning and execution of paid campaigns

Marketing automation

Campaign optimisation and analysis/reporting

CRM integration, SEO, UX/UI, PPC, CMS

Stakeholder and marketing budget management

Proficient in social media marketing strategies

Continuously optimising digital marketing strategy to drive engagement at every step of the funnel, across channels and contributing to business growth, including: SEO/SEM, leveraging first party data, marketing automation and PPC.

Working on strategic planning and the integrations of communications channels with our CRM or other platforms required to build out a great end-to-end customer experience along the full customer lifecycle.

Measuring and reporting on performance of all marketing campaigns and assessing

these against goals (ROI and KPIs).

Identifying trends and insights and staying up to date with digital technology developments, testing and learning new approaches and optimising spend and performance based on these insights.

Managing prospecting plan and acting proactively to increase our brand awareness and market share.

Liaising with sales, investment managers and compliance teams to increase client satisfaction through cohesive strategies.

Brainstorming new and creative growth strategies and campaign tactics.

Essential experience required:

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