

Online MKT Channel Management-Vietnam

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Company: Lazada

Location: Vietnam

Category: business-and-financial-operations

Department: **Commercial** Location: **Vietnam** Department: Commercial Location: Vietnam **Job**

Description Team and Role Introduction:

Responsibilities:

-Run marketing campaigns for paid channels, mainly Facebook and Google Ads. Monitor budget and ad performance to maximize ROI.

-Create marketing campaigns & content building for our owned channels: Facebook, Community group & CRM on platform

-Propose new ideas related to online channel development to attract more B2B users

-Prepare regular reports, analyze key metrics, and provide actionable recommendations to improve performance in future campaigns.

-Collaborate with the design team to implement multimedia content for digital marketing campaigns. **Job Requirements** Requirements/Qualifications(must have):

-Bachelor's degree in Marketing, Business, or related field with significant experience writing for marketing

-Having experience in page management & community nurturing, especially to B2B users

-Have experience in running Facebook ads, Google ads

-At least 2 years of working experience in digital marketing

-Strong creative and analytical skills

- Experience or knowledge in B2B industry is a plus
- Fluent in English speaking & writing

Requirements/Qualifications(good to have):

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