

Senior Digital Marketing Specialist

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Company: Talentvis

Location: Vietnam

Category: business-and-financial-operations

- University degree in Business Administration, Marketing, or a related field
- At least 4 years of experience in digital marketing, and/or e-commerce. English proficiency and good knowledge of Google Adwords, Google Analytics, Facebook Ads, SEO/SEM, and other digital MKT platforms, and tools are also required.
- Experience in Hubspot, Salesforce or CRM are required.
- Experience in Marketing Automation is important.
- Proven track record in achieving results leading to sales/profit growth and brand enhancement via digital campaigns/media improvement.
- Excellent data analytical mindset, critical thinking, good communication, interpersonal skills, and cross-functional collaboration.
- Familiarity with the B2B sales cycle and how to employ website and email marketing strategies to nurture leads, drive adoption and accelerate growth.
- A team player with the ability to build relationships with key stakeholders and partners.
- Strong analytical skills and problem-solving are required.
- Strong attention to detail with an analytical mind and outstanding problem-solving skills.
- Great time management, interpersonal and communication skills.
- Exceptional oral and written communication skills in both English and Vietnamese.
- Skillset: Analytical, strategic, decision making, technical, collaborative skills
- English proficient
- Marketing Agency working experience is preferred

Develop Strategy of Paid digital media campaigns to optimization and reporting.

- Define, test and build new digital opportunities Lead Generation campaign (such as Facebook, Instagram, Tiktok, youtube,...)
- As a Senior Specialist of Digital Marketing, you will formulate and implement all digital marketing and media campaigns including SEO, SEM, Display, Programmatic, and Social. Moreover, you will provide insights and new ideas that connect and enhance offline efforts to online digital presence.
- Work with internal stakeholders to develop strategy on Marketing Automation to nurture emails to enhance customer satisfaction.
- Review and optimize digital design and content to ensure optimal creative assets for each campaign & media channel.
- Identify trends and insights and optimize spend and performance based on insights, and data.
- Measure and reporting the performance of all digital marketing campaigns, and assessing against goals (ROI and KPIs) are also a part of your job. You will take responsibility for analyzing and providing insights around site traffic and other key eCommerce metrics with Google Analytics, dashboards, and relevant business tools.
- Analyze the results and effectiveness of campaigns to deliver actionable insights and recommendations and generate monthly reports on the digital marketing portfolio.
- Identify current marketing trends and insights via the marketing database and then recommend digital marketing growth initiatives.
- Allocate budgets, analyze and recommend modifications to ad spends for the best CPA (Cost per Acquisition)
- Collaborate with marketing teams to guide A/B creative tests, and spend scaling tests on campaigns online and offline to identify what works best
- Acquire insight in online marketing trends and new channels. Provide thought leadership and perspective for adoption where appropriate. Keep strategies up-to-date
- Monitor competition and provide suggestions for improvement
- Work with agency and internal team to build website e-commerce
Launch optimized online adverts through Google Adwords, Facebook etc.
- Measure performance of digital marketing efforts using a variety of analytics tools (Google Analytics, Facebook Insight, etc.)
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

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