

Marketing Executive

Responsibilities

- ☞ Responsible for the execution of all-round marketing and promotion campaigns for the company, including but not limited to the online or offline marketing campaign, event, and sales promotion
- ☞ Contribute to the creative development of a wide range of marketing materials such as websites, print/digital collateral, advertisements, and other marketing-related projects
- ☞ Responsible for marketing and designing Life-science events and expos, including booth designs
- ☞ Manage various digital platforms, including but not limited to Facebook, Instagram, SEO, SEM, LinkedIn, YouTube, WeChat, etc
- ☞ To develop and manage different channel marketing material, eg. Product leaflet and display showcase, etc
- ☞ Assist to analyse and review the effectiveness of marketing and promotion campaign
- ☞ Monitor competitors' marketing campaigns and prepare competitive analysis
- ☞ Assist in ad-hoc projects and perform other duties as assigned.

Requirements

- ☞ Diploma or above in Marketing/ e-commerce/ business or related disciplines
- ☞ 2 years of relevant working experience or above would be an advantage
- ☞ Proficiency in Photoshop, Illustrator, and InDesign
- ☞ Good editing and copywriting in English & Chinese
- ☞ Creative thinking, self-motivated, independent, and able to handle multiple projects
- ☞ Knowledge and passion for SEO and social media trends will be a plus

Please send your resume to hr@medikoniam.com with your current and expected salary.