



Example of Senior Marketing Executive Job Description

Powered by www.VelvetJobs.com

Our company is searching for experienced candidates for the position of senior marketing executive. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for senior marketing executive

- Actively supporting market users regarding their information needs and related queries
- Actively support sales activity by understanding the planning and prioritisation of activities, delivering input such as content, microsites, videos and case studies
- Drive the process to continuously produce thought-leadership articles and positions, including promotion of business 'rockstars' relevant to the right markets
- Build effective partnerships, including with other marketing teams to maximise collaboration and extend the reach of our resources and activity
- Digital Marketing campaigns from design, implementation, administration to reporting
- Utilizing consumer data and insights, recommending opportunities at strategic and tactical levels to improve on SmartParents' brand loyalty
- Produce sharable and optimized content (video, image)
- Campaign management - work with Pardot, our email automation tool, to prepare emails and drip campaigns
- You will work on growing strategic partnerships with the major Banks, Telcos, Brands, Media in Malaysia
- You will drive new customer acquisition, app installs, payments evolution and brand awareness via special projects with third parties

- To start, this role will focus on general entertainment channels (FOX & StarWorld) but could at a later date work across or be reassigned to other genres depending on business priorities and workload
- Previous relevant marketing
- A proven sales hunter and closer who is Fluent in Spanish (Strong English and Portuguese preferred as well)
- Minimum 5 years' experience in working with enterprise software solutions
- BS degree in Business, Marketing or Communications, or comparable experience
- 5 – 10 years of experience in related account role