



<b>Job title</b>	Product Marketing
<b>Location</b>	Bangkok, Thailand

#### **Company Description**

We are currently assisting one of the region's largest internet and e-Business companies.

#### **Duties and Responsibilities**

- Oversee all digital activities in order to drive mobile app usage and awareness.
- Manage and optimize marketing campaign with digital marketing team on major ad platforms e.g. Facebook, Adwords, YouTube, MailChimp.
- Coordinate with graphic designer to produce content that drives conversion.
- Work closely with product owner to develop customized strategy to drive app usage.
- Produce content to improve app conversion.
- Review new technologies and keep the company up-to-date on the developments of all digital marketing.

#### **Candidate Profile**

- Candidate from marketing major or related fields.
- 5 years of experience in digital marketing.
- Strong knowledge on major ad platforms e.g. Facebook, Adwords, YouTube, MailChimp.
- Understand and conduct data tracking methodology i.e. "what to track" and "how to track"
- Able to analyze data and drive into actions.
- Familiarity on analytical platform such as Google Analytics or Mixpanel is a plus.
- Simple and straightforward copy writing skill for Thai and English is a plus.
- Programming background is a plus.
- Photoshop skill is a plus.

<b>Approved by:</b>	(on behalf of CEO)
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