

Performance Marketing Specialist

Company: Herond Labs

Working Location: Ho Chi Minh

Salary: 600 - 700 \$

Levels: Junior

Roles and Skills: Marketing Marketing Data Analytics Problem Solving Google Analytics

Job Overview And Responsibility

- Create and execute a strong performance marketing strategy & execution plan
- Develop and manage digital prospecting and remarketing campaigns
- Manage budgets and campaigns across all digital channels to drive strong return on investment
- Ensure successful planning, execution, optimization for key traffic KPIs via paid, organic & own media channels
- Identify and test new channels to continue to meet or exceed established critical metrics
- Work closely with the management to share funnel conversion improvement ideas, feedback & present results.
- Other tasks as assigned.

Required Skills and Experience

- Degree in Marketing, Business Administration or related field.
- Prior experience in a similar role as well as experience building effective multi-channel marketing strategies, including affiliate marketing, PPC, SEO, social media and other digital channels.
- Solid expertise in campaign and channel analysis and reporting, including Google Analytics experience.
- Excellent analytical skills and leverage data, metric, analytics and consumer behavior trends to drive actionable insights & recommendations.
- Highly goal-oriented individual and have excellent communication skills.
- Open minded, curious and a strong problem solver.

Why Candidate should apply this position

- Salary: agreement
- 13th month salary bonus.
- Salary review once a year.
- Consider the mid-year bonus.
- Team building, company trip....
- Employee insurance in accordance with the law.
- Opportunity to improve your English through exposure to international customers and our products.
- Personal development courses, including technical and non-technical programs, are offered. Opportunity to gain hands-on experience in cutting-edge technologies.

Prefer if candidate have

- to be updated later.

Reporting to

Direct Manager

Interviewing Process

At office

Company Address

18 Đinh Tiên Hoàng, P Đakao, Q1