

JD of Marketing Executive

- Assist in developing and implementing marketing campaigns across online and offline channels.
- Conduct market research to identify trends, competitors, and customer preferences.
- Create engaging content for social media, website, email campaigns, and promotional materials.
- Coordinate with design, digital, and event teams to ensure timely execution of campaigns.
- Monitor and analyze campaign performance, preparing reports and insights for improvements.
- Manage the organization's social media presence and ensure consistent brand messaging.
- Support in planning and organizing events, exhibitions, and promotional activities.
- Collaborate with sales teams to generate leads and drive customer engagement.
- Maintain strong relationships with vendors, media, and other external partners.
- Stay updated with industry trends, new tools, and marketing best practices.