

Digital Marketing Assistant

Guru Online

What You Will Be Doing:

- Help develop integrated digital marketing solutions for clients, including but not limited to social media maintenance, creative campaign, video campaign, website production, O2O solution, media placement, Social CRM, etc.
- Formulate insightful strategies and creative ideas to meet clients' objectives, ensure successful execution, flow and end-result.
- Prepare documents to pitch clients, e.g. marketing plan, schedule, budget etc.;
- Present ideas to clients together with the Account Management Team, if necessary;
- Explore and assimilate the latest digital marketing trends and develop knowledge management database for internal and external training
- Assist in key client project management and coordinate communication with both internal and external parties.

What You Need for this Position:

- Bachelor degree Advertising, Communication, Marketing or related disciplines;
- Minimum 1 year of relevant work experience with proven capabilities of being strategic and creative in handling digital marketing campaigns;
- A natural user of social media and forums as well as natural player of mobile games
- Passionate and familiar with various online media platforms;
- Good marketing sense, multi-tasking and good management;
- Presentable, independent, proactive and creative;
- A good team player, able and flexible to work with people of different cultures;
- Proficient in MS PowerPoint and Excel;
- Fresh Graduate will be also considered