

## Digital Marketing Executive Hot

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Company: TECHVIFY Software

Location: Perth

Category: other-general

TECHVIFY Software is a Global AI & Software Development company, providing end-to-end software development and consulting services to main market customers from Singapore, Australia, the US and Japan, in which Global market (English) speaking accounts for 85%. Currently, the Marketing team of TECHVIFY Software is looking for 01 Digital Marketing Executive, responsible for implementing Marketing campaigns to bring the Company's Services closer to the target customers. With the motto of promoting sales along with sustainable brand development, we aspire to find a companion who can increase reach and convert target customers.

Responsibilities Specialized in Lead Generation, Outbound Marketing, Email Automation, Advertising & Growth Business

Execute email and other nurture campaigns, including campaign setup, orchestration, email template setup, scheduling, testing, and measuring campaigns to drive short-term and long-term results in collaboration with Sales & Delivery Departments.

Strategize and implement marketing automation strategies.

Create new ideas that meet business goals, solve engagement challenges and keep abreast of IT industry best practices.

Support the Sales team in executing strategic, long-term outbound email plans that integrate with company marketing initiatives.

Use qualitative and quantitative analysis to make intelligent, informed recommendations, decisions, and forecasts regarding outbound programs.

Manage the day-to-day planning and set up of marketing campaigns.

Manage the troubleshooting of issues that surfaced during the campaign set; develop a thorough understanding of TECHVIFY's campaign tools.

Skills and Qualifications

1. Knowledge:

Graduated from University or above, majoring in Marketing, Business, Economics, Communication

IELTS  $\geq$  6.0 or equivalent level

Knowledge of programming languages, new technologies, and SaaS (a plus)

Data-driven: good data analysis and synthesis skills

Understanding the online environment: Facebook, Twitter, TikTok, Youtube

Diplomatic, exploitative, and willing to learn

2. Experience:

At least one year of experience in a B2B/IT/Global Business

Must have outstanding campaign portfolio that has been implemented or participated in implementation

Have achievements in the following specialties: Paid media (Facebook, Google,...), community building, outbound marketing

Clear orientation on sticking and developing with technology products

Sharp problem-solving mindset, sensitive to market trends

Strong data-driven analysis skills

Salary Rank: 10-18M

Join a global team and work directly with many talents around the world.

Working & growing with a passionate, young, and talented team.

13 months' salary per year.

Healthcare: Annual health check-up, Premium Health Insurance TECHVIFY Care

Digital Marketing Executive

Accountant Intern

Middle Office Administrator

Human Resource Manager (HRM)

Middle/Senior Quality Assurance

ReactJS Developer Middle

ReactJS Developer (Junior/Mid Senior )

Digital Marketing Executive

Delivery Manager (Japan Market)

Recruitment Lead  
Senior FullStack Developer Đà Nẵng  
Senior Flutter (Mobile)  
Golang Developer (Senior/Lead)  
Fresher Golang  
Solution Architect  
Bridge Engineer (BrSE) - Hà Nội  
Digital Marketing Lead (Onsite/Remote)  
Sales Manager (Hanoi & HCMC)  
Business Development Interns (Hanoi & HCMC)  
Senior Sales Executive (Global Market)  
Senior Node.Js Developer  
DevOps Engineer  
Process Quality Assurance (PQA)  
Mid/Senior Java Developer (Japan)  
Senior/ Midle C# Developer (Japan)  
Senior/ Midle C/C++ Developer (Japan)  
IT Project Manager  
Senior Sales Executive (Japan Market)  
Senior Java Developer  
Mid-Senior Java Developer  
Java Technical Leader  
Bridge Engineer (BrSE) - Japan  
Senior .NET /C# Developer  
Mid - Senior Python Developer  
Performance Marketing Specialist  
Sales Assistant (Graduate - Junior)  
Senior Vue.Js Developer  
Senior ReactJs Developer  
PHP Team Leader  
Senior PHP Developer  
Chuyên Viên IT Recruiter  
Junior PHP Developer

Automation QA  
Senior Business Analyst (BA)  
Vị trí khác  
Digital Marketing Executive Vị trí bạn quan tâm  
Accountant Intern  
Middle Office Administrator  
Human Resource Manager (HRM)  
Middle/Senior Quality Assurance  
ReactJS Developer Middle  
ReactJS Developer (Junior/Mid Senior )  
Digital Marketing Executive  
Delivery Manager (Japan Market)  
Recruitment Lead  
Senior FullStack Developer Đà Nẵng  
Senior Flutter (Mobile)  
Golang Developer (Senior/Lead)  
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Bridge Engineer (BrSE) - Japan  
Senior .NET /C# Developer  
Mid - Senior Python Developer  
Performance Marketing Specialist  
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PHP Team Leader  
Senior PHP Developer  
Chuyên Viên IT Recruiter  
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