

Digital Growth Executive

We're looking for a passionate, driven and hard-working individual preferably with a demonstrated history working in the start-up industry. Someone who's excellent in analyzing data, possesses a strong analytics skill set and ready to help us innovate the Malaysian pet food scene and the way we think social enterprise.

You'll be working along with a driven team aiming to be the leading local pet food brand in Malaysia:

Your areas of responsibility will be including, but not limited to:

- Help grow our brand exponentially and across markets by brainstorming and executing on strategic initiatives.
- Collect and analyze data gathered from our channels to improve the understanding of the users' behaviour, decrease CAC, increase ROAS and LTV.
- Handle social media campaigns, PPC and email marketing.
- Work with improving our SEO, including to recommend changes to website architecture, content, linking, keywords and other factors to improve SEO.
- Help establish strategic partnerships across online and offline channels.
- Participate in ad hoc e.g. brainstorming new launch strategies.

Qualifications

- Must have a flair for data and pattern recognition.
- Passionate about digital marketing and user experience.
- Must be comfortable with light front-end and back-end tasks, such as integrating new platforms to our website.
- Experience within SEO, Facebook & Google Analytics is a huge plus.
- Fluent in English.
- Diploma and above.