

Digital Marketing Associate

We're looking for an individual with a flair for numbers, strong analytical skill-set, and passion for digital marketing.

Someone who's solution-minded, hard-working, enjoys bringing new ideas to the table and ready to help us innovate the Malaysian pet food scene.

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:

- Maintain and improve our performance on paid channels, e.g. Google Ads, Facebook, Instagram and TikTok.
- Collect and analyze data gathered from website and social media traffic to improve the understanding of our users' behavior and trends.
- To assist in building world-class content strategies that accommodate current and long-term growth on digital platforms.
- Build conversion driven email campaigns and automations that align with overall digital strategies.
- Brainstorm new and creative growth strategies along with assisting in ad hoc tasks.

Qualifications

- 1 years proven experience in digital marketing. Preferably familiar with Google Ads and Facebook Business Manager.
- Fluent in English.
- Excellent communication skills and a strong interest in data analytics.