

Brand Executive

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Company: PT Passion Abadi Korpora

Location: South Tangerang

Category: other-general

As a **Brand Executive** you will be responsible for developing and executing brand strategies to enhance brand awareness, drive customer engagement, and increase sales. You will work closely with the marketing team to ensure consistency in branding across all channels.

Job Descriptions:

Develop and implement brand strategies to promote the company's products or services.

Conduct market research to identify trends, consumer preferences, and competitors' activities.

Collaborate with the marketing team to create marketing campaigns that align with the brand strategy.

Monitor and analyze the performance of marketing campaigns to optimize results.

Manage the company's online and offline presence to maintain brand consistency.

Work with external agencies and vendors to execute branding initiatives.

Measure and report on the effectiveness of branding efforts.

Requirements:

Bachelor's degree in Communication, Business Administration/Management or related field.

Proven experience in brand management or marketing (1-2 years, but fresh graduates with internship experience are welcome to apply).

Strong analytical skills with the ability to interpret data and make strategic decisions.

Excellent communication and interpersonal skills.

Creative thinking and problem-solving abilities.

Proficiency in using marketing tools and software.

Holding an Indonesian driver license (SIM A) is a plus

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