

Marketing Lead

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Company: Fairview International School

Location: Indonesia

Category: other-general

Develop and implement innovative and effective marketing strategies to achieve business objectives. Collaborate with cross-functional teams to align marketing initiatives with overall company goals. Develop and execute performance marketing strategies including the infrastructures across digital channels such as paid search, display advertising, social media advertising, and email marketing. Optimize campaigns for key performance metrics, including conversion rates, click-through rates, and customer acquisition costs. Analyze market trends, competitor activities, and customer behavior to identify opportunities for growth. Cultivate and enhance the organization's brand through various channels and campaigns. Ensure brand consistency across all communication channels and marketing efforts. Plan, execute, and optimize multi-channel marketing campaigns to generate leads and drive customer engagement. Oversee the digital marketing strategy, including SEO, SEM, email marketing, and social media. Develop and manage marketing budgets, ensuring effective allocation of resources for maximum ROI. At Borong, we empower local businesses as the heart of local communities and uplifting their economies.

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