

1. DIGITAL MEDIA PLANNER

Μέσο: BUSINESS TODAY

Ημ. Έκδοσης: . . . 03/06/2021 Ημ. Αποδελτίωσης: . . . 03/06/2021

Σελίδα: 6

Innews AE - Αποδελτίωση Τύπου - <http://www.innews.gr>



ADWEB is looking for a Digital Media Planner

Key Responsibilities:

- Be involved in all the key procedures required for the digital campaigns, as far as proposals, implementation, execution, monitoring and post reporting
- Be in touch with publishers to deliver effective digital media plans to clients
- Analyze campaigns and recommend tactical changes to improve campaign performance.
- Be in touch with influencers to build & implement Social Influencing campaigns and strategies
- Understand and assist with analytics, trafficking, and ad-serving

Education & Languages:

- Bachelor's Degree in Marketing, Advertising or Communication Studies
- Fluency in English and Greek

Qualifications & Skills:

- Understanding of Digital marketing principles and passion for innovation and new ideas
- Experience on digital media (1-year min)
- Strong PowerPoint & Excel skills
- Communication, organizational and sales skills, team spirit, respect deadlines

If you want to work with us, please send your CV at alolou@buyitmedia.com
Job posting code: #DMP