📰 Digital Strategist

Πηγή:	DAILY FAX	**Σελ.:**	3	**Ημερομηνία έκδοσης:**	20-09-2022
Αρθρογράφος:		**Επιφάνεια:**	218.43 cm²	**Κυκλοφορία:**	0
Θέματα:	ΑΓΓΕΛΙΕΣ ΕΡΓΑΣΙΑΣ				

XPLAIN

Digital Strategist

We are looking for a passionate, remotely (or not) working, creative and strategic-minded candidate, who loves working in a very fast-paced **global environment**, managing some of the most important **Global accounts**, and striving for daily performance excellence and optimization.

Key Responsibilities

- Lead in the formulation of data-driven recommendations & actionable insights for assigned projects.
- Present findings and suggestions to clients with ample justification and practical advice.
- Evaluate consumer & customer research, market conditions, and competitor's data by exploring consumers'/customers' tension points and defining consumer/customer personas, tribes & behavioral patterns.
- Monitor brands' online performance across social networks and the KPIs that matter, and pinpoint effective benchmarks (best practices) and optimization opportunities & strategies for efficiencies.

- Identify trends and insights, review, and report on the effectiveness of campaigns to maximize results.
- Lead in the creation of bespoke online dashboards based on clients' requirements.

Prerequisites:

- Bachelor's Degree or equivalent experience in Marketing or a related field of study.
- MSc degree in Marketing, Digital technologies or relevant field or an MBA will be considered an asset.
- 7+ years of marketing or consulting experience in FMCG, Tech, Digital Agencies, or relevant fields.

- (Digital) Marketing Analytics/Insights (All prominent global social platforms, incl. advertiser platforms + All Google Suite, e.g., Google Analytics, Google Ads, Google Trends, Google Search, etc. + Social Listening Platforms/Social Data Mining + E-Commerce, etc.)
- Strong analytical skills & confidence working with Big Data and have the ability to transform data into insights and action.
- Strong knowledge of Microsoft office suite with advanced knowledge of Excel & PowerPoint.
- Excellent Presentation Skills.
- Proficiency communication skills in English.

We reward dedication, quality and seriousness. We provide a pleasant and dynamic working environment, managing international companies, 100 Forbes' listed, in which you can fully develop your creativity and innovative thinking. You can send your CV to: **jobs@xplain.co**