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## Marketing Executive

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### Responsibilities

- Develop creative marketing content including newsletters and presentation, bilingual press releases, and social media posts, etc.
- Manage various social media and digital media platform, including corporate website
- Organize marketing activities and events
- Liaise with advertising agencies & design houses
- Prepare product leaflets, promotion materials & advertisements
- Source and arrange production of company giveaway
- Support Public Relations by responding to media inquiries, reviewing press releases
- Build and maintain good media relationships, ensure effective communication, and increase PR exposure & brand coverage

### Requirements

- Degree holder with 2 years of experience in event management and digital marketing
- Experience of writing and posting content for social media channels
- Sound knowledge of graphic design
- Excellent communication in both writing and verbal presentation skills
- Excellent interpersonal skills to collaborate with different parties
- Proactive, self-motivated and process strong sense of responsibility