



# PULSE ACTIVE

## SENIOR MARKETING EXECUTIVE

### ABOUT US

Based in Ho Chi Minh City with over nine years of proven experience, Pulse Active has pioneered the sports-tourism and lifestyle-entertainment events industry in Vietnam. We specialize in creating exciting platforms aimed at a wide range of people and places, ensuring that we are capable of crafting events purpose-built for anyone, anywhere.

### MAIN DUTIES

- Deploy successful marketing campaigns and own their implementation from ideation to execution.
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, social media, lead generation campaigns, copywriting, performance analysis.
- Researches and analyzes market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Prepare and monitor the marketing budget on each project or event.
- Works within the department budget to develop cost-effective marketing plans for each project or event.
- Prepare and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Tracks all marketing and sales data and creates detailed written reports and verbal presentations to bring to senior executives
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals. Adjusts marketing campaigns and strategies as needed in response to collected data and other feedback
- Analyze consumer behavior and adjust email and advertising campaigns accordingly
- Supporting other teams for sales, lead generation and sponsorship.

### MUST - HAVE

- Experience **5 years** with developing marketing campaigns, strategies, and plans;
- Have knowledge of how event communication will work to aware the working range related to branding, participant recruitment, digital, PR, media production, marketing report
- Experience with online marketing like content creation, content curation, social media, lead generation campaigns, performance analysis, wordpress, email marketing
- Strong at copywriting in ENG and VNE
- Understanding of public relations
- Able to track and read the analysis of the digital channels, analyze customer behavior to adjust the strategy and generate report
- Able to do research and analyze market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Experienced in media production such as videography, photography and work with production houses.

- Support team members and active in work

**NICE - TO - HAVE**

- Love playing sports is an advantage
- Runner is preferred

**JOIN US:**

- **HR Department:** [hr@pulse.vn](mailto:hr@pulse.vn)
- **Website:** [www.pulse.vn](http://www.pulse.vn)