

Creative Digital Marketing Executive

Job Type: Full-time

Salary: depending on experience

Oldenzaal based fast-growing wholesale company in bridal requires an individual to develop the digital marketing field. Combining unique brand positioning with original digital marketing strategy, is what this bridal company with over 70 years history has in plan.

The well established and international operating bridal brand is looking for a young talent in marketing with a focus on digital aspects, who is creative and takes initiatives on the level of content, marketing and online strategy, enhancing sensecommon's online visibility and supporting sales.

Your tasks

- Working on digital marketing strategies and content within the B2B and B2C area together with the marketing director
- Setting up, monitoring, optimising and reporting on digital marketing campaigns and accounts ROI
- Content optimisation
- Creating compelling, customer-centric campaigns as well as end-consumer-centric campaigns which drive traffic and encourage conversion and improve bounce rate.
- Driving website traffic and improve impact (sales).
- Measuring and optimising campaigns across all digital marketing channels.
- Ensuring marketing automation is a key part of our marketing funnel to generate leads and boost conversion.
- Manage and carry out digital market campaigns connected to the B2B and B2C markets and external public relations. Ensuring a full delivery and analyse of performance is provided in an 'end of campaign' report.

Your profile

- (Online) marketing / communication education
- Fashion and design background and strongest interest in bridal wear
- Proven record in setting up and working on online marketing campaigns as well as offline marketing campaigns
- Proven record in working with SEO teams
- Communication and content creation skills
- Online marketing trend nerd, aware of all the techniques
- Strong organisational skills and the ability to handle multiple priorities within tight timescales
- Confidence in dealing with people at every level
- Attention to detail with a high level of accuracy in all aspects of their work
- Enthusiastic with a positive 'can-do' approach with a willingness to get involved and help out as and when required
- Working well as part of a team and on own initiative

Languages: Dutch, English, German would be helpful

Are you the talent we are looking for?

Please send in your CV and motivation to els@modeca.com