

Product Marketing Executive

Job Responsibilities:

- Liaise with partners & customers, identify opportunities and service synergies, and come up with business proposals.
- Provide input on Marketing & Sales strategy, based on knowledge of industry and technology trends.
- Managing the end-to-end sales cycle, pitch client led solutions and build realistic and actionable commercial proposals in order to grow our profit margins results.
- Perform marketing research, devise innovative marketing strategies and product roadmap.
- Manage and coordinate product launches, inform pricing strategies based on the market landscape.
- Prepare marketing collateral and organize digital marketing campaign.
- Manage social media channels.
- Overseas travel occasionally.

Job Requirements:

- Bachelor Degree or above.
- 2 years or above, preferably in the marketing, business development or electronics industry.
- Fresh graduate with analytic skills & good command of English will be considered.
- Digital Marketing Skill on Google Analytics, Google Search Console, SEO.
- Proficiency in MS Office Applications and Chinese Word Processing.
- Good communication skills. Good command of both written and spoken English.
- Self-motivated, detail detail-minded, organized.
- Good communication and interpersonal skills.
- Experience in graphics design, social media advertising is a plus.