

[Job Opening] Marketing Executive (Full-time)

The company:

New startup that is building a unique platform to connect KOLs with their fans

The title:

Marketing executive (full-time)

Candidate(s) we are looking for:

Young graduate (preferably with <3 years of experience) with interest in the showbiz sector, and with professional / academic experience in marketing

Job scope:

- Manage the upcoming marketing campaigns surrounding the platform, including social media, marketing events, crossover collaborations and more
- Assist in formulating and executing a go-to-market plan
- Conduct market research, monitor market trends, and analyse consumer markets activities to identify opportunities
- Network and meet with service providers, partner organizations, agencies and other professionals in the industry
- Liaise with internal and external teams to ensure that tasks are completed and programmes are delivered on time
- Assists in securing access to major media channels and important sponsorships
- Identify and recruit new talents/ KOLs while helping to solve customer enquiries
- Good presentation and languages skills
- Photoshop and graphic design skills would be an advantage

This will be an exciting and perfect opportunity to those who loves working in a fun team under a start-up environment where you may build things from scratch and witness the impact you make. Please email marketing@celebright.tech to learn more!