

Marketing Executive - APAC

Eetarp – Singapore

If you have a marketing mindset with a passion for digital trends & innovations, 1-2 years' experience in business marketing, we can offer you a challenging career in an innovative technology company. We are currently seeking a dynamic Marketing Executive - APAC to contribute to our regional partners and BGMs by providing robust support for their marketing endeavors. This role will be based at our Singapore office, and you will collaborate closely with our colleagues at the Bender headquarters in Germany.

Your Tasks

- Support the APAC marketing team in expanding regional support for APAC BGMs and partners.
- Support the Head of Marketing (APAC) in implementing marketing and branding strategies for new and existing products across the APAC region.
- Oversee marketing campaigns (e.g., newsletters, social media initiatives) and manage the entire campaign process, including design and content creation, tracking, results reporting, analysis, and recommendations.
- Manage Google Ads and SEO efforts to strengthen the company's online presence and visibility.
- Assist in preparing and translating marketing documents (e.g., datasheets, manuals, brochures) while ensuring alignment with the company's corporate identity.
- Develop and prepare designs and creative content that align with marketing strategies.
- Drive brand awareness and support lead generation for the company across the APAC region.
- Build and maintain strong relationships with partners and BGMs in the APAC region.
- Provide support in organizing events, activities, and exhibitions to promote the company's products and services, ensuring alignment with corporate identity.
- Handling company gifts for the APAC region

Your Profile

- Diploma/Bachelor in Business Marketing / Media / Communications or related fields
- Minimum 1-2 years' experience in related fields
- You have a marketing mindset and convince us with your passion for digital trends and innovations.
- Understanding fundamentals of the inbound marketing and sales funnel from Top to Bottom, and activities to move prospects through to close.
- Relevant practical experience in dealing with marketing tools as well as project management.
- Language skills: Fluent English
- Experience with Google AdWords.
- Strong Verbal and written communication skills.
- Experience with Salesforce and Hubspot are pluses
- Open to travel

Employment Type

Full Time (40 hours per week)

Compensation

Basic Salary

+ AWS

+ Bonus

Medical Benefit

+ Health Care Insurance

+ Dental

+ Check-Ups