

Colombia Jobs Expertini®

Creative Strategist

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Company: DreamHire.com

Location: Bogotá

Category: business-and-financial-operations

Please submit ENGLISH RESUME ONLY.

Work Schedule Monday to Friday, 10AM to 6PM Pacific Standard Time

Salary Range: \$1000 - \$2000

Key Responsibilities:

Develop and implement media buying strategies for paid advertising campaigns across digital and traditional platforms, including social media, search engines, and display networks.

Create compelling and engaging organic content that resonates with our target audience and drives brand awareness for brands in the health/wellness and skincare/beauty space.

Analyze and optimize campaign performance to ensure maximum ROI and effectiveness.

Collaborate with the creative team to develop innovative and visually appealing ad creatives.

Conduct market research and stay up-to-date with industry trends and best practices to inform strategy.

Manage budgets and negotiate with media vendors to secure the best rates and

placements.

Monitor and report on key metrics, providing insights and recommendations for future campaigns.

Requirements

2-4 years of proven experience as a Media Buyer, Creative Strategist, or similar role in the e-commerce industry, specifically Amazon FBA based businesses.

Strong understanding of digital marketing channels and strategies, including SEO, PPC, social media advertising, and content marketing.

Excellent analytical skills and ability to interpret data to make informed decisions.

Creative mindset with a keen eye for design and attention to detail.

Strong communication and interpersonal skills.

Ability to work independently and manage multiple projects simultaneously.

Willingness to take a hands-on approach to campaign execution.

Benefits

Home-based

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