

Colombia Jobs Expertini®

eCommerce 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 mediabuying strategies for paid advertising campaigns across digital andtraditional platforms, including social media, search engines, anddisplay networks. - Create compelling and engaging organic contentthat resonates with our target audience and drives brand awarenessfor brands in the health/wellness and skincare/beauty space. - Analyze and optimize campaign performance to ensure maximum ROI andeffectiveness. - Collaborate with the creative team to developinnovative and visually appealing ad creatives. - Conduct marketresearch and stay up-to-date with industry trends and bestpractices to inform strategy. - Manage budgets and negotiate withmedia vendors to secure the best rates and placements. - Monitorand report on key metrics, providing insights and recommendationsfor future campaigns. Requirements - 2-4 years of proven experienceas a Media Buyer, Creative Strategist, or similar role in thee-commerce industry, specifically Amazon FBA based businesses. -Strong understanding of digital marketing channels and strategies,including SEO, PPC, social media advertising, and contentmarketing. - Excellent analytical skills and ability to interpretdata to make informed decisions. - Creative mindset with a keen eye for design and attention to detail. - Strong communication andinterpersonal skills. - Ability to work independently and managemultiple projects simultaneously. - Willingness to take a hands-onapproach to campaign execution. Benefits Home-based

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