

Colombia Jobs Expertini®

Marketing Segment Senior Analyst

[Apply Now](#)

Company: PayU

Location: Bogotá

Category: business-and-financial-operations

About PayU PayU, a leading payment and Fintech company in 50+ high-growth markets throughout Asia, Central and Eastern Europe, Latin America, the Middle East and Africa, part of Prosus group, one of the largest technology investors in the world is redefining the way people buy and sell online for our + merchants and millions of consumers. As a leading online payment service provider, we deploy more than 400 payment methods and PCI-certified platforms to process approximately 6 million payments every single day.

About the role

As a Marketing Segment Senior Analyst, you will be responsible for the SMB business in product marketing, mass communications, attraction, conversion, retention and working hand in hand with a public relations and advertising agency with an initial focus on Colombia and Peru but with Latam-wide objectives.

What you will do

Attraction, Conversion, Retention campaigns and development with key customer

Colombia:

Paid advertisement to achieve the target number of sign-ups

Organic campaigns

Activation and reactivation campaigns

On-boarding initiatives

Peru:

Develop attraction, activation, reactivation, and retention campaigns.

focused on bringing sign ups to the funnel and early activation

What you need to succeed

Bachelor degree in Business administración, Marketing, Design or similar.

3+ years experience in an agency or corporate communications.

Excelent verbal and written communication skills in English.

Experience with E-commerce

Knowledge of Digital; digital campaigns

Use Google Labs, Instagram and Facebook

Know how manage the agency and know what to ask of it

About usAt PayU, we are a global fintech investor and our vision is to build a world without financial borders where everyone can prosper. We give people in high-growth markets the financial services and products they need to thrive. Our expertise in 18 high-growth markets enables us to extend the reach of financial services. This drives everything we do, from investing in technology entrepreneurs, to offering credit to underserved individuals, to helping merchants buy, sell and operate online. Being part of Prosus, one of the largest technology investors in the world, gives us the presence and expertise to make a real impact. Find out more **Our Commitment To Building A Diverse And Inclusive Workforce**

As a global and multi-cultural organization with varied ethnicities thriving across locations, we realize that our responsibility towards fulfilling the D&I commitment is huge.

Therefore, we continuously strive to create a diverse, inclusive and safe environment, for all of our people, communities and customers. Our leaders are committed to create an inclusive work culture which enables transparency, flexibility and unbiased attention to each and every PayUneeer so they can succeed, irrespective of gender, color or personal faith. An environment where every person feels they belong, that they are listened to, and where they

are empowered to speak up. At PayU we have zero tolerance towards any form of prejudice whether a specific race, ethnicity, or of persons with disabilities or the LGBTQ communities.

[Apply Now](#)

Cross References and Citations:

1. Marketing Segment Senior Analyst [DallasjobsJobs BogotáDallasjobs](#) ↗
2. Marketing Segment Senior Analyst [Topfishjobs Jobs BogotáTopfishjobs](#) ↗
3. Marketing Segment Senior Analyst [Webdeveloperjobs Jobs Bogotá Webdeveloperjobs](#) ↗
4. Marketing Segment Senior Analyst [RepairjobsJobs BogotáRepairjobs](#) ↗
5. Marketing Segment Senior Analyst [Mediajobs Jobs BogotáMediajobs](#) ↗
6. Marketing Segment Senior Analyst [Technologyjobs Jobs BogotáTechnologyjobs](#) ↗
7. Marketing Segment Senior Analyst [Latinamericajobscentral Jobs Bogotá Latinamericajobscentral](#) ↗
8. Marketing Segment Senior Analyst [HongkongjobsJobs BogotáHongkongjobs](#) ↗
9. Marketing Segment Senior Analyst [EmployemenowJobs BogotáEmployemenow](#) ↗
10. Marketing Segment Senior Analyst [Searchnzjobs Jobs BogotáSearchnzjobs](#) ↗
11. Marketing Segment Senior Analyst [Shanghaijobs Jobs BogotáShanghaijobs](#) ↗
12. Marketing Segment Senior Analyst [Directorjobs Jobs BogotáDirectorjobs](#) ↗
13. Marketing Segment Senior Analyst [Emailjobs Jobs BogotáEmailjobs](#) ↗
14. Marketing Segment Senior Analyst [Nairobijobs Jobs BogotáNairobijobs](#) ↗
15. Marketing Segment Senior Analyst [Findsalesjobs Jobs BogotáFindsalesjobs](#) ↗
16. Marketing Segment Senior Analyst [Mexicojobs Jobs BogotáMexicojobs](#) ↗
17. Marketing Segment Senior Analyst [Makkahjobs Jobs BogotáMakkahjobs](#) ↗
18. Marketing Segment Senior Analyst [NotaryjobsJobs BogotáNotaryjobs](#) ↗
19. Marketing segment senior analyst [Jobs Bogotá](#) ↗
20. AMP Version of Marketing segment senior analyst ↗
21. Marketing segment senior analyst [Bogotá Jobs](#) ↗

22. **Marketing segment senior analyst Jobs Bogotá** ↗
23. **Marketing segment senior analyst Job Search** ↗
24. **Marketing segment senior analyst Search** ↗
25. **Marketing segment senior analyst Find Jobs** ↗

Source: <https://co.expertini.com/jobs/job/marketing-segment-senior-analyst-bogota-payu-3a35b13eac/>

Generated on: 2024-05-06 by Expertini.Com