

Marketing Associate

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Company: Avanza Innovations

Location: , , Pakistan

Category: sales-and-related

Position Overview:

We are seeking a talented and dynamic Marketing Associate to join our marketing team. The ideal candidate will be responsible for creating compelling thought leadership content and executing demand-generation strategies across various social media platforms. This individual will play a crucial role in driving brand awareness and supporting the company's growth objectives.

The Opportunity:

This is your chance to be at the forefront of a technological revolution! As a Marketing Associate, you'll play a crucial role in creating insightful thought leadership content and amplifying the brand voice across social media, driving demand generation for our groundbreaking solutions.

Job Description:

Develop and implement comprehensive demand-generation strategies to drive awareness and engagement across target audiences. Create high-quality thought leadership content, including articles, blog posts, whitepapers, case studies, infographics, and videos, to showcase Avanza Innovations' expertise and solutions. Collaborate with internal subject matter experts to gather insights and content for thought leadership pieces. Manage and maintain content calendars, ensuring timely and consistent delivery of content across all marketing channels. Monitor industry trends, competitor activities, and customer feedback to identify opportunities for content creation and optimization. Utilize social media platforms, including

LinkedIn, Twitter, Facebook, and others, to amplify content reach and engagement. Engage with industry influencers and relevant communities to build relationships and expand the company's digital footprint. Collaborate cross-functionally with the sales, product, and marketing teams to align messaging and support lead-generation efforts. Stay abreast of emerging technologies, market trends, and best practices in digital marketing and demand generation.

Who We're Looking For (Ideal Candidate):

Passionate about Web 3.0 & Blockchain. Excellent written and verbal communication skills with the ability to craft compelling and engaging content. Understand the nuances of different digital platforms and know how to create content that sparks conversation and drives engagement. Comfortable in analyzing metrics and using data to optimize campaigns and measure success. Bachelor's degree in Marketing, Communications, Business Administration, or related field. Proven experience (minimum 2 years) in B2B marketing, demand generation, content creation, or digital marketing roles. Strong understanding of digital marketing principles, including content marketing, social media, SEO, and email marketing.

If you're a passionate individual with a knack for storytelling and a hunger to explore the possibilities of Nascent Technologies, we encourage you to apply!

Note: We are an equal-opportunity employer and value diversity at our company. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status.

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