

Marketing Executive

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Company: Lanop Consultants Pvt. Ltd.

Location: Lahore

Category: sales-and-related

Marketing Executive Lanop Consultants Pvt. Ltd. , Pakistan As a Marketing Executive for Lanop and Pakistan's First Online Consultants (PFOC), you will be responsible for developing and executing a marketing strategy for these business advisory and digital consultancy firms where you will be involved in multiple business lines and services. You should be a versatile individual as Lanop and PFOC are involved in accounting and business advisory including Marketing, PR and Branding Consulting, real estate business, cement distribution and car dealership in addition to an online consultancy platform. You will be reporting directly to the CEO and supervising a marketing manager, a content writer and graphic designers. You will be primarily involved in these activities in your role: Devising Marketing Strategy for the company for 1, 2 and 5 years. Developing and executing Marketing Plan with the CEO. Developing marketing products with the help of your team for the endclients like brochures, decks, logos, designs etc. Handling the Social Media strategy including podcasts and webinars and lead its execution. Liaisoning with other business divisions for marketing related work. Dealing with clients who require marketing consultancy for their businesses. Training and developing the marketing team.

Job Specification

Qualifications and Education Requirements

- Masters (Preferably - MBA in Marketing from a reputable University)
- Experience in a similar executive role of at least 3 years

Preferred Skills

- Hands on and Self Starter
- Ability to lead a team of people
- Microsoft Office with special emphasis on Excel, Word, and PowerPoint
- Strong verbal and oral communication skills
- Knack for problem solving
- Experience with Adobe Products such as Photoshop, XD etc. and other designing softwares would be an added advantage

Lanop is a Business and Tax Advisory operating out

of London, UK.Lanop has a sister concern in Pakistan called Lanop Consultants Pvt. Ltd.Lanop Consultants Pvt. Ltd. services Lanop's clients in UK and EU and also Pakistan bas

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