



BLACKSHEEP VIETNAM CO., LTD

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W: blacksheep.com

Registered in Vietnam: 0108567193

Digital Marketing Analyst

Full time

Location: Hanoi, Vietnam.

Blacksheep is a fast-growing international science and technology company – a great place to develop your career in Vietnam. Focusing on development of world leading products for high growth markets, the company designs, develops and manufactures truly innovative products in Vietnam. Our projects in Vietnam range from high power electric motorbikes to medical machines, and our products are used for many scientific applications including biology, chemistry, biotech research, material sciences and scientific discovery and all need to follow ISO standards appropriate for the resulting products.

Our objective is the intention of pioneering the development of Vietnamese designed, developed, manufactured, and marketed cutting edge products with world leading performance and quality to be sold in global markets. We are looking for highly energetic, men and women to join us to drive Vietnamese engineered products to the world.

Main tasks:

The main responsibilities of the Digital Marketing Analyst are data management, data analysis, innovative proposals to improve the digital activities and ensure business goals are met.

Your typical duties include but not limited to:

- Create procedures for data management.
- Identify and monitor key marketing metrics.
- Conduct data analysis to gather market intelligence.
- Optimize effectiveness of SEO, SEM, and Social Media Marketing.
- Propose and recommend improving user experience, online traffic, and lead capture.
- Maintain data integrity.

Required skills and capabilities:

- Bachelor's degree in Economics, Marketing or Business.
- 2+ years of experience in similar role.
- Proficient in English.
- Understanding of Funnel Management and Conversion Flow
- Experience in managing data and a strong understanding of Sales Processes & Campaign Management Experience.
- Ability to access, interpret, and draw accurate conclusions from sales and customer data.
- Strong computer skills, including MS Office applications, database information.
- Well-developed interpersonal, communication, the ability to judge competing priorities.
- Ability to work efficiently within a team or independently without supervision.
- Willingness to accept challenges and learn new things.
- Experience with UI/ UX is a plus.

Benefit:

- Opportunity to work in an international, friendly, creative, and active environment.
- Opportunity to approach most advanced technology in the world.

If you would like to apply for this position, please email your covering letter addressing each of the job requirements and CV to:

admin@blacksheepower.com the attention of **Ms Giang Nguyen, Operations Director**

We are an equal opportunities employer, and we would encourage woman to apply for the engineering job.

We look forward to hearing from you!

Blacksheep Vietnam Co., Ltd.