



Online Marketing Project Manager

Company :

Our client is a medium sized 360° marketing agency based in Neuilly sur Seine (Paris). 70 people are working in advertising, online marketing, events, PR, architecture and design. Our client is searching for an **online marketing project manager** working for the IT industry at an EMEA level.

Job description :

Essential Duties and Responsibilities:

- Planning, managing, and executing online marketing campaigns. Work with in-house creative in developing plans, manage budget and develop creative.
- Report performance on campaign results, data analysis, and hold campaign status calls with clients.
- Optimize existing programs for new customer growth and revenue. Make recommendations for on-site changes to improve acquisition programs.
- Identify new acquisition programs to drive significant customer growth.
- Develop plans to support new product launches and client initiatives.
- Develop and manage budget and PO processing.
- Develop programs to convert non-buyers to customers in different EMEA countries
- Additional responsibilities as requested by Manager.
- Identify opportunities and make recommendations for improving the business based on current and historical data.
- Provide data and design recommendations to product development, web development, marketing and business development teams to improve the effectiveness of our actions

Profil :

- 4 years recent experience in full spectrum online marketing management, campaign analysis.
- Quick learner, ability to learn new technologies and deliver on fast-paced schedules
- Excellent written and verbal communication skills
- Well organized, with strong attention to detail
- Must be able to work cross-functionally, supporting multiple groups within the company
- A self-starter who can manage multiple projects simultaneously and drive them to successful completion

Professional Attributes:

- Must be responsible and accountable; enjoys collaborating and follows through on multiple projects.
- Good communicator who possesses strong written and oral communication skills.
- Enthusiastic and outgoing, and possesses a positive attitude about the potential of this job
- Able to listen to and implement constructive criticism.
- Well-organized and detail-oriented.
- Demonstrates excellent analytical skills.
- **Fluent English is required. German mother tongue is a must.**

Contact :

Please send your resume to Fabienne Paris – e-mail : fabienne@clementine-international.com