



Job Description – Marketing Executive

About the Company

Code-Create (<https://code-create.com.hk/>), an international fashion Artificial Intelligence company based in Hong Kong, is dedicated to revitalize fashion ecosystem through AI.

About the role

The Marketing Executive role is to drive measurable results that benefit Code-Create's global business expansion through effective marketing strategies. Key duties include conducting market and product research, establishing brand awareness and strengthens customer relationships. Most of all, the Marketing Executive team must have enthusiasm for the company and its growth potential.

Duties

- Develop engaging marketing materials across various platforms such as social media, websites and email newsletters.
- Analysing market trends to improve marketing strategies.
- Presenting marketing proposals to senior management and stakeholders.
- Maintaining relationships with third parties like advertisers, media agencies and vendors.
- Organising promotional events or advertising activities to enhance brand visibility and customer engagement.
- Conducting research and analysing data to identify and define audiences
- Compiling, distributing and presenting ideas, information and strategies
- Coordinating promotional activities, events and interviews
- Managing production and performance of multimedia content
- Writing and proofreading creative copy
- Monitoring performance of marketing campaigns, website and social platforms.
- Participate in collaborative business meetings to update key stakeholders
- Provide continuous, constructive feedback to research team

Experience and Qualification Requirements

- Degree Holder in business, marketing or fashion
- Exceptional project management, negotiation and networking skills
- Self-motivated, sociable and outgoing, with strong presentation and stakeholder management skills
- Proficient in spoken and written English, Cantonese and Mandarin