



Job Posting: Freelance Marketing Officer (Fashion AI)

About the Company

Code-Crete (<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

We're looking for a Freelance Marketing Officer with hands-on experience supporting marketing campaigns for our cutting-edge fashion AI design assistant solution, AiDA, across content, design, social media, and video. This role offers an amazing opportunity to explore and master a cutting-edge fashion AI tool; and you could start experiencing AiDA through free trial at www.aida.com.hk. If you're passionate about fashion and love creating engaging brand stories, we'd love to meet you. This role is ideal for someone eager to learn, contribute, and grow within a creative fashion AI startup company.

Key Responsibilities

- Create and edit marketing content for posting through Code-Crete website and social media platforms (captions, posts, basic copy, campaign materials)
- Create, edit, and repurpose short-form AiDA video content for Code-Crete website and social media platforms to maximize awareness and subscriptions conversion. (e.g., promos, reels, product highlights)
- Support day-to-day marketing tasks across all Code-Crete website and social media platforms to maximize conversion rate
- Assist with occasional AiDA training

Experience and Qualification Requirements

- 1–2 years of relevant experience combining content + design + social media + video creation/editing
- Experience in fashion design or fashion-related creative work
- Fluent in Cantonese, English, and Mandarin
- Strong communication skills, proactive and attention to detail
- Solid experience working with social media tools and design/video editing tools
- Flexibility

How to Apply

Submit your resume, portfolio and an AiDA design through AiDA free trial at www.aida.com.hk to:

**info@code-create.com.hk with the subject line:
"Freelance Marketing Assistant – [Your Name]"**