

## Senior Digital Marketing Executive

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Company: Marriott Vacations Worldwide

Location: Sibul

Category: business-and-financial-operations

### Descripción del empleo

Are you ready to grow your dream career while making others' vacation dreams come true? Marriott Vacations Worldwide is a world premier organization for Vacation Ownership with resorts at destinations around the globe. Join our team and help deliver unforgettable experiences that make vacation dreams come true.

### JOB SUMMARY

This position will be responsible for supporting the planning and execution of MVW's digital marketing campaigns across various channels to increase website traffic and generate leads for call centers across Asia Pacific, Europe, and the Middle East. Job incumbent will work closely with the Digital Marketing Manager (based in Singapore) and various marketing teams across the region to develop, execute and measure the effectiveness of said campaigns, and analyze data and support the creation of reports for various key stakeholders.

### CORE WORK ACTIVITIES / CRITICAL TASKS

Support the development and execution digital marketing campaigns to drive traffic, engagement, and leads across various digital channels, including but not limited to email, social media, SEM, and display advertising.

Manage and optimize digital advertising campaigns (e.g., Google Ads, Facebook Ads) to maximize ROI and achieve KPIs.

Work with various supporting media buy/content management agencies to achieve digital targets.

Monitor and analyze campaign performance metrics, generate reports, and provide insights and recommendations for continuous improvement.

Collaborate with the various marketing teams to learn best practices from NATO and implement them in APEME markets' digital channels.

Stay up-to-date with digital marketing trends and best practices, and suggest new ideas and strategies to keep our marketing efforts fresh and effective.

Assist in managing the company's website, ensuring content is up-to-date, SEO-friendly, and aligned with brand guidelines.

Work cross-functionally with other teams, such as sales, to ensure alignment and support for marketing initiatives.

## **PREFERRED QUALIFICATIONS**

Bachelor's Degree in Marketing, Business, or a related field.

At least 3 to 5 years of experience in digital marketing, with a focus on campaign management and optimization, with a proven track record. Experience with media buy is a plus.

Strong understanding of digital marketing channels, including SEM, social media, email marketing, and display advertising. Agency experience is a plus.

Hands-on experience with digital advertising platforms (e.g., Google Ads, Facebook Ads Manager).

Proficiency in analytics tools (e.g., GA4, Adobe Analytics) and experience in analyzing and interpreting data to drive insights and decision-making. Experience with GTM is a plus.

Excellent communication skills, both written and verbal. Proficiency in Bahasa Indonesia, Japanese, Traditional Chinese, or other languages used in SEA is a plus.

Creative thinking and problem-solving abilities.

Ability to work effectively in a fast-paced, dynamic environment and manage multiple projects simultaneously.

Strong attention to detail and organizational skills.

Experience with content management systems (specifically WordPress) is a plus.

Creative asset creation (Adobe Photoshop, Illustrator, InDesign) is a plus.

## #LI-WO1

Marriott Vacations Worldwide is an equal opportunity employer committed to hiring a diverse workforce and sustaining an inclusive culture

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