



JOB DESCRIPTION

Performance Marketing & Analytics

Stratagile
A CHIME COMPANY

STRATAGILE

StratAgile is a leading data and digital marketing consulting agency, headquartered in Singapore partially owned by Chime Group of Companies (www.chimeplc.com). Chime is an international communications and marketing services group. Chime is made up of four divisions, 51 companies and over 1,500 people with offices in the UK, France, Germany, Spain, Czech Republic, Russia, USA, Canada, Abu Dhabi, Qatar, South Africa, Japan, Singapore, Hong Kong, Australia and New Zealand.

LOCATION: BANGALORE

JOB DESCRIPTION

Performance Marketing Lead

We are looking for a data-driven, Martech friendly performance lead who is always looking for ways to improve campaign performance and has a passion for mentoring.

RESPONSIBILITIES

1. Help build performance marketing practice for Paid media (Search + Display)
2. Responsible for the creation, implementation of web analytics and analysis of performance
3. Provide oversight of digital acquisition campaign planning & execution for multiple markets. Provide inputs into CPA planning and efficiency
4. Help build sector specific digital acquisition playbooks
5. Interface with clients on planning and optimization
6. Build measurement frameworks, ensure comprehensive tracking is in place
7. Analyse performance and build optimization checklists and plans to track Improvement using adobe stack or google stack
8. Lead client training initiatives including content updates for SEO, Paid media and analytics

EXPERIENCE/SKILLS REQUIRED:

- 7+ years of experience in digital marketing: Google analytics, Adobe, SEM, Display, Social & SEO.
- Excellent analytical and optimisation skills. Experience with data visualisation tools & dashboards
- Understanding of tagging, media tracking and attribution
- Experience with ad-tech
- Amazing client servicing and presentation skills

ABOUT STRATAGILE

StratAgile is a part of the CHIME Group of Companies (www.chimeplc.com). Chime is an international marketing services group and also partially owned by WPP. Chime is made up of four divisions, 51 companies and over 1,500 people with offices in the UK, France, Germany, Spain, Czech Republic, Russia, USA, Canada, Abu Dhabi, Qatar, South Africa, Japan, Singapore, Hong Kong, Australia and New Zealand. StratAgile is Headquartered in Singapore with offices across 7 countries and over 200 people.



DIGITAL TRANSFORMATION CONSULTING

StratAgile combines business, data, technology, intelligence and analytics to generate digital, mobile & social ideas, programs and platforms. The strategic frameworks and consulting outcomes help firms to create and establish rewarding relationships between your brands, consumers and partners.



WEB & MOBILE PLATFORMS-DESIGN, BUILD & MANAGE

Our platform development capabilities equip companies with the necessary infrastructure to target, engage and grow your customer segments. Our expertise in multiple programming languages and environments assists you to design and develop web, mobile, data and social platforms with the latest and most sophisticated technologies.



E-commerce PLATFORMS BUILD & OPERATE

Our 'StratCommerce' platform as well as expertise on Magento, Woocommerce, Shopify and Drupal commerce powers a seamless online, mobile and retail POS experience together with analytics and channel enablement. We set up multi-country, multi-store platforms and manage all e-commerce operations from web store/mobile app content, inventory management and store management to campaign deployment.



CAMPAIGNS & DEMAND GENERATION

At StratAgile, we empower you with the right lead generation media mix – search, text & banner, mobile, social and content targeted campaigns. With our campaign operations bureau, your day-to-day activities of multichannel campaign deployment, testing, optimization, benchmarking and reporting are efficiently managed.



CRM & MARKETING AUTOMATION

Expertise on commissioning, operations and management of best of the breed CRM and Marketing automation platform. The consulting practice and UX knowledge helps companies to imbibe a structured approach in adopting the right technology and accelerate the benefits.



DATA, INSIGHTS & ANALYTICS

An entire spectrum of solutions – datamarts design, data & web analytics dashboards and visualisation is offered by StratAgile. From exploratory analysis to predictive modelling, StratAgile can maximize your ROI with structured segmentation and precision targeting.



WEB ANALYTICS, SOCIAL & DIGITAL AUDITS

An evolved web analytics practice is a hallmark of StratAgile integrated approach in analytics. Also our 'Social Media Management Protocol' framework provides you a scientific approach to managing multiple social platform identities. From listening to engagement, your social campaigns are diligently crafted with contingency plans and real-time escalations, freeing you to conceptualise your next big idea.



VEEVA PRACTICE

StratAgile is one of the largest firms renowned for its Veeva expertise – a specialised healthcare CRM and marketing platform practice in APAC market. Capability in all areas of Veeva healthcare platform - CLM, Approved Email, eDetailers, Veeva Engage; our practice streamlines all processes within the Veeva Ecosystem.



SMARTHUB OPERATIONS

With a multi-country, multilanguage hub-and-spoke model, StratAgile can set up diverse expertise across countries at scale, of quality and a structured operational framework. The operating model can be on varied frameworks with a multi-skilled team – (i) Build-Operate-Transfer, (ii) Manage Only, (iii) Extended Team Operations .