Détail de l'offre : E-commerce and Digital Marketing Supervisor □□□□□□□□

Partenaire	Camille Fournet
Adresse	Pékin
Ville	Pékin
Référence	21D1623047005
Titre	E-commerce and Digital Marketing Supervisor □□□□□□□□
Description du poste	□ JD paid traffic : monitor and analyze performance against paid traffic (JD fast train/JD Hai Tou/JD select), continually make recommendations for optimization and ongoing growth ; adjust budget allocation timely among paid channels . □ Consumer assets operation : monitor AIPL consumer via data bank ; select and optimize the audience packs via Da Mo Pan and strategy center ; estimate the AIPL gap before each campaign, make up for the gap to achieve the target GMV. □ KOL content & video : JD and RED KOL short videos and content operation. □ JD social content : Hao Wu discovery/Ranking/JD Kuai Bao/ JD livestream content operation. □ JDl related projects & activations : JD super brand day, Yuan Tou Hao Wu, 10-billion subsidy, brand livestream, Jin Dian Ling Dou,etc. Keep tight touch with JDand TP partners. □ Budget control & financial issues : manage and allocate the e-commerce marketing budget. Deal with financial and legal issues related to EC MKT. □ □□□□□□□□□□□□□□ □ □□/□□□□□□□□:□□□□□(□□□□/□□□□/□□□□/□□□□/)□□□□□□□□□□□□□□□□□□□□□□□;□□□□□□□□□□□□□□ □ □□□□□□□□:□□□□□□□ AIPL □□□;□□□□□□□□□□□□□□□□□□□□;□□ campaign □□□ AIPL □□□□□□□□□□□□□ GMV□ □ KOL □□□□□: □□□ RED KOL □□□□□□□□□□ □ □□/□□□□□□□□:□□□□/□□□/□□□□/□□□□□□□ □ □□/□□□□□□□□□□□: □□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□ TP □□□□□□□□□□□□ □ □□□□□□□□□□:□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
Type de contrat	Emploi
Métier	Achats / Logistiques Commercial / Ventes Communication / Création Marketing / Webmarketing
Description de la société	Founded in 1945, with the combination of French handicraft inheritance, top leather quality and color aesthetics, CAMILLE FOURNET PARIS has become the industry leader. At present, brand boutiques in Chinese market are presented in SKP Beijing and SKP Xi'an. CAMILLE FOURNET PARIS □□□□□□□□□□□□□ 1945 □□
Localisation	□□ Pékin
Pays	Chine
Expérience	Débutant (-3 ans)
Secteur	Luxe et Tourisme
Langues	Chinois (mandarin)