

Marketing Executive

Company presentation

Fractal Systems is a privately owned company that has its headquarters in Dubai Silicon Oasis (DSO).

We are specialized in event technology, providing a turn key solution for all kind of activation. Established in Dubai in 2011, Fractal Systems collaborates and delivers its professional services throughout the Middle East and Africa.

- Holograms
- Mechatronics
- Crowd Entertainment
- Augmented and Virtual Reality
- Large Interactive Showcases

We are also providing custom solutions for our customers regarding their needs and their targets, including content creation and software development.

Job Description

We are looking for a very creative mind, out-of-the-box-thinker, passionate, meticulous, team worker Marketing Executive with strong experiences.

If you are matching with this above describe, you might be our new Marketing Executive. You will be actively part of Fractal Systems marketing development.

Responsibilities for the Marketing Executive

- Sales proposal conception
- Create and deliver marketing and sales support materials
- Create e-mail campaigns, on-line promotions, etc.
- Seek and analyze competitor marketing and sales materials both online and offline
- Story-board / Screenwriter for our event projects (hologram animation, Touch Apps, Event animation, etc.)
- Create social media strategies and schedules.
- Market research and analysis.
- In charge of website content through an online CMS.
- Participate in a mixture of internal and client meetings
- Prepare presentations for both meeting and training needs
- Other projects as assigned by management

Requirements for the Marketing Executive

- Strong experience with Adobe Suites software especially Illustrator and Photoshop CS6 is a must
- Strong working knowledge of Social Media: Facebook, Twitter, Instagram & LinkedIn
- Strong knowledges with Web Marketing analysis tools such as: Google AdWorks, Google Analytics and Facebook Insight
- Passion for arts, media, communication, digital and geek culture.
- Experience in the event industry is a plus.
- Experience of 2 to 3 years in a marketing / creation agency.
- Bachelor or Master degree in Marketing / Communication / Advertising, Public Relations or related field of study.

How to apply

Along with resume/CV please send your portfolio (Marketing Campaign, Mailing, Products Sheet, Social Media Post, etc.) to the following email address hr@fractal.ae . Please note the portfolio is mandatory in our recruiting process. Resume without portfolio will be rejected.