

Business Admin Executive

- Plan strategies for streamlining and improving business operations
- Handle business finances and plan the budget with the help of finance and accounting leaders and team members
- Oversee marketing and promotions for a company's products and services, collaborating with marketing, advertising and public relations teams
- Negotiate vendor contracts to identify cost-saving opportunities
- Managing customer accounts, following up with customers for administrative purposes, and providing troubleshooting assistance for orders, account statuses, and other problems.
- Performing data entry tasks for sales figures, metrics, and other relevant information and maintaining an organized and accessible filing system.
- Handling administrative duties for the company and its executives and management teams.
- Compiling a daily list of sales leads, delegating leads to the sales department, and providing sales data and guides to the sales department.
- Creating and processing orders in a timely manner, processing requests for rush orders, and reviewing pending orders and customer requests to ensure customer satisfaction.

- A bachelor's or associate's degree in marketing, business, or a related field may be advantageous.
- Excellent communication skills, including writing, public speaking and interpersonal communication
- Great analytical, critical thinking and problem-solving abilities
- Strong time management and organizational skills
- Good goal-setting, strategic planning and motivation skills
- Ability to work in fast-paced environments
- Excellent team working, motivational, interpersonal, communication, and customer service skills.
- The ability to multitask and quickly switch your focus.
- An understanding of sales principles and customer service practices.
- Superior presentation and negotiation skills
- Knowledge of best finance and operations practices for their industry

Marketing Manager

- Evaluating and optimizing marketing and pricing strategies.
- Analyzing market trends and preparing forecasts.
- Generating new business leads.
- Increasing brand awareness and market share.
- Coordinating marketing strategies with the sales, financial, public relations, and production departments.
- Developing and managing the marketing department's budget.
- Overseeing branding, advertising, and promotional campaigns.
- Managing the marketing department's staff.
- Preparing and presenting quarterly and annual reports to senior management.
- Promoting our brand at trade shows and major industry-related events.
- Keeping informed of marketing strategies and trends.

Marketing Manager Requirements:

- Bachelor's degree in marketing, finance, business administration, or similar.
- A master's degree in a relevant field will be advantageous.
- At least two years' experience as a marketing manager.
- Proficiency in electronic marketing automation software such as HubSpot Marketing or any similar.
- Proficiency in social media platforms.
- Extensive knowledge of marketing strategies, channels, and branding.
- Superb leadership, communication, and collaboration abilities.
- Exceptional analytical and problem-solving skills.
- Strong time management and organizational abilities.

Marketing Executive

- Conceiving and developing efficient and intuitive marketing strategies
- Organizing and oversee advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events
- Conducting market research and analysis to evaluate trends, brand awareness and competition ventures
 - ☐ Initiate and control surveys to assess customer requirements and dedication
- Write copy for diverse marketing distributions (brochures, press releases, website material etc.)
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities



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- Monitor progress of campaigns using various metrics and submit reports of performance
- Collaborate with managers in preparing budgets and monitoring expenses

Requirements

- Proven experience as **marketing executive** or similar role
- Good understanding of market research techniques, data analysis and statistics methods
- Thorough knowledge of strategic planning principles and marketing best practices
- Proficient in MS Office and marketing software
- Familiarity with social media and web analytics (e.g. WebTrends, Google Analytics, Facebook)
- Excellent communication and people skills
- Strong organizational and time-management abilities
- Creativity and commercial awareness
- BSc/BA in marketing, business administration or relevant discipline

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