

Personalized Internet Ads Assessors (Thai Speaker)

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Company: Telus International

Location: Thailand

Category: other-general

TELUS International AI Data Solutions partners with a diverse and vibrant community to help our customers enhance their AI and machine learning models. The work of our AI Community contributes to improving technology and the digital experiences of many people around the world. Our AI Community works in our proprietary AI training platform handling all data types (text, images, audio, video and geo) across 500+ languages and dialects. We offer flexible work-from-home opportunities for people with passion for languages. The jobs are part-time, and there is no fixed schedule.

The Role

You will be responsible for :

Developing and implementing comprehensive digital marketing programs in line with brand plans and business priorities.

Working with content marketing and design teams to create suitable content for each stage of a customer's digital journey.

Reviewing and optimising the design and content of all online assets including the company website and social media pages.

Planning and control of the digital marketing budget and spend by allocating budgets to different channels.

Using A/B testing to optimise digital marketing performance.

Analysing the results and effectiveness of campaigns to deliver actionable insights and recommendations and generating monthly reports on the digital marketing portfolio.

Ideal Profile

You have at least 1 year experience ideally in Digital Marketing within IT industry.

Experience within would be a strong advantage.

You are a strong team player who can manage multiple stakeholders

You possess strong analytical skills and are comfortable dealing with numerical data

You are highly goal driven and work well in fast paced environments

What's on Offer?

Opportunity to make a positive impact

Flexible working options

Fantastic work culture

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