

Embedded Boards



Cloud Computing



**AAEON Technology Inc, an ASUS Associated Company**, is a leading manufacturer of advanced industrial and embedded computing platforms. Committed to innovative engineering, **AAEON** provides integrated solutions, hardware and services for premier OEM/ODMs and system integrators worldwide in IOT and Industrial IOT with focus on Artificial Intelligence on the edge.

**AAEON** also offers customized end-to-end services from initial product conceptualization and product development on through to volume manufacturing and after-sales service programs.

**AAEON** is an Associate member of the Intel® Internet Of Thing Alliance.

**AAEON** has well established, strategically positioned branch offices across the U.S., Europe, Mainland China and Singapore.

We are currently looking for a Senior Digital Marketing Specialist with the ability to translate data insights into actions to achieve KPI's.

## Senior Digital Marketing Specialist

The Senior Digital Marketing Specialist is responsible for AAEON Europe's marketing strategy and will ensure the successful implementation of all AAEON's online marketing activities and will enhance AAEON's and UP 's social media presence by identifying new and innovative ways to drive traffic to the AAEON/UP website. He/she will ensure AAEON's offline marketing activities are aligned with the marketing strategy and will provide supervision to the Events Marketing Specialist as needed. He/she has proven experience designing, implementing and optimising campaigns, analysing performance data, and identifying ways to optimise impact

### Responsibilities include but are not limited to:

- Develop integrated marketing campaigns with the aim of acquiring and retaining customers
- Manage the implementation, tracking and measurement of all online marketing campaigns
- Collect and use data to inform new campaigns and the evaluation of existing campaigns
- Owner of the local social channels and managing social community
- AdWords Campaign Management
- Act as the expert in SEO, PPC, Display, Social and Affiliates
- Content & Website Management – this includes content creation for the website & blog posts
- Create and implement SEO, PPC, and Social Media strategies to drive traffic to the website
- Keeps AAEON ahead of the competition by keeping up to date with changes and opportunities in the industry and current trends in digital marketing
- With eye for detail and at a high-speed work on multiple campaigns/projects simultaneously achieving success within the very tight deadlines.
- Provide supervision and act as the backup for the Events Marketing Specialist
- All other relevant activities management may require

### Requirements:

This position is ideal for a commercially-minded enthusiastic team player with a passion to innovate and succeed who wants to join a pioneering, innovative and technology-driven company.

- BSc or MSc in Marketing with at least 5 year's digital marketing activation experience
- A good track record of running successful paid search and paid social display campaigns across industry relevant social platforms
- Experience of programmatic ad buying, audience segmentation, retargeting and campaign optimisation.
- Excellent communication, numerical and analytical skills.
- Strong organisational and administrative skills with the ability to multitask, prioritise workload, and meet multiple deadlines.
- A self-starter who can work independently with strong interpersonal and influencing skills
- Good copy and visual storytelling abilities.
- Experience with using Google Analytics
- Excellent oral/written and presentation skills in English (near native)
- Thorough understanding of paid media, PPC, SEO, and Social Media and how to drive growth through these channels
- Experienced in running reports for websites to understand customer behaviors and activities, and to formulate strategies based on this information.
- A passion for hardware and new technologies

**We offer:**

- A dynamic multicultural working environment
- Personal and Professional development opportunities
- Great team spirit!
- An excellent opportunity to expand AAEON's digital footprint.
- Competitive compensation package

We will only consider direct applicants, acquisition is NOT appreciated!  
If you're interested, submit your resume and cover letter to:

[HR@aaeon.eu](mailto:HR@aaeon.eu)

