

## **Job Description:**

As a Performance Marketing Intern at Gretex, you will have the opportunity to gain hands-on experience in digital marketing while supporting the execution of performance-driven campaigns to promote our banking products and services.

## **Key Responsibilities:**

Assist in the development and implementation of performance marketing strategies to achieve business objectives, including customer acquisition, lead generation, and revenue growth.

Support the execution of digital marketing campaigns across various channels, including paid search, display advertising, social media advertising, and email marketing.

Conduct research to assist in audience segmentation and targeting optimization for marketing campaigns.

Help monitor and analyze campaign performance metrics, such as CTR, CPC, CPA, ROI, and ROAS, and contribute insights to optimize campaign effectiveness.

Collaborate with cross-functional teams.

Stay updated on industry trends, best practices, and emerging technologies in performance marketing to contribute to innovative campaign strategies.

Assist in preparing regular reports and presentations on campaign performance, key findings, and recommendations for improvement.

Support coordination with external agencies and vendors to execute campaigns effectively and efficiently.

Assist in ensuring compliance with regulatory requirements and standards relevant to financial services marketing.

## **Qualifications:**

- Currently enrolled in a Bachelor's degree program in Marketing, Advertising, Business, or related field.
- Strong interest in digital marketing and eagerness to learn about performance marketing in the financial services industry.
- Understanding of digital marketing concepts and platforms, such as Google Ads, Facebook Ads, LinkedIn Ads, etc.
- Analytical mindset with the ability to interpret data and draw insights to support decision-making.
- Excellent communication and teamwork skills, with a willingness to collaborate across teams and departments.
- Self-motivated and proactive attitude with a strong desire to contribute and learn in a fast-paced environment.
- Knowledge of financial products and services, banking regulations, and compliance requirements is a plus.