

Creative Strategist (Ads)

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Company: Happy Koala LLC

Location: Denmark

Category: business-and-financial-operations

Happy Mammoth is a fast-growing natural food tech business selling across the United States, Australia and Europe. We specialize in formulating, producing and marketing gut, digestive and microbiome health foods and natural supplements, designed to help our clients make long-lasting positive health changes and start living very full lives again. We are looking for a Creative Strategist to join our growing Marketing Team on a full-time basis. This is a full-time Remote Contractor Position. Your primary role will center on digital media advertising with a keen focus on enhancing our ad campaigns. As a Creative Strategist, you will be responsible for developing innovative and effective strategies that align with our company's objectives and resonate with our target audience. Your role will blend creativity with strategic thinking to drive impactful campaigns and initiatives. You will collaborate closely with cross-functional teams, including marketing, design, product development, to ensure cohesive messaging and brand consistency across all channels. The ideal candidate will possess a combination of analytical skills, creative flair, and a deep understanding of consumer behavior and market trends. Key Responsibilities: Strategy Development: Develop comprehensive creative strategies that support business goals and objectives. Conduct thorough research and analysis to identify market trends, consumer insights, and competitive landscapes. Translate insights into actionable strategies that differentiate our brand and resonate with our target audience. Campaign Planning and Execution: Collaborate with internal teams to conceptualize and execute integrated marketing campaigns across various channels, including digital, social media, print, and events. Develop creative briefs and provide clear direction to design and content teams to ensure

alignment with strategic objectives. Monitor campaign performance and metrics to evaluate effectiveness and identify areas for optimization. Brand Development and Positioning: Contribute to the development and evolution of our brand identity and messaging. Ensure brand consistency across all touchpoints and communication channels. Identify opportunities for brand positioning and differentiation in the marketplace. Cross-Functional Collaboration: Work closely with marketing, design, product development, and sales teams to ensure alignment of messaging and strategy. Foster a collaborative environment that encourages creative thinking and innovation. Communicate effectively with stakeholders to gather input and feedback on creative initiatives. Trend Analysis and Innovation: Stay abreast of industry trends, emerging technologies, and cultural shifts. Apply insights to inform creative strategies and develop innovative solutions. Experiment with new approaches and techniques to continually improve campaign performance and engagement. Qualifications: Proven experience in a creative strategy role, preferably in an advertising agency or marketing department. Strong analytical skills with the ability to interpret data and insights to drive strategic decisions. Excellent communication and presentation skills, with the ability to articulate complex ideas clearly and persuasively. Creative mindset with a passion for developing innovative and compelling campaigns. Strong project management skills with the ability to manage multiple priorities and deadlines effectively. Proficiency in digital marketing platforms and tools. Familiarity with design principles and an eye for aesthetics. Ability to thrive in a fast-paced, dynamic environment and adapt to change. Strong collaborative spirit and ability to work effectively in cross-functional teams. What you will get A strong salary package The flexibility of remote work from any location worldwide, whether it's your home, a co-working space, or a cafe. A vibrant, inclusive, and nurturing work environment with talented colleagues from across the globe The chance to contribute to the ongoing expansion of our global presence Flexible working hours Opportunities for professional growth and development Free access to books, courses, and other resources to enhance and broaden your skill set. A dynamic work environment filled with diverse challenges, ensuring each day is infused with excitement and variety. The chance to be part of our thrilling and number one mission to foster positive health changes for clients, guiding them towards rediscovering profoundly fulfilling lives. CVs MUST BE IN ENGLISH Powered by JazzHR

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