

Marketing Lead

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Company: Dreamwave AI

Location: India

Category: business-and-financial-operations

Company Description

Dreamwave AI is an AI research lab dedicated to augmenting human creativity with next-gen creative tools powered by AI.

Role Description

We are seeking a dynamic and strategic Marketing Lead to drive the marketing efforts at Dreamwave AI. The ideal candidate will have a proven track record of developing and executing comprehensive marketing strategies that effectively communicate the value proposition of AI-driven creative solutions.

Key Responsibilities:

Develop and execute a strategic marketing plan to drive brand awareness, customer acquisition, and revenue growth.

Collaborate with cross-functional teams to define target audiences, value propositions, and messaging strategies for Dreamwave AI products and services.

Lead the creation of compelling marketing collateral, including website content, blog posts, case studies, whitepapers, and social media content.

Oversee digital marketing initiatives, including email campaigns, social media advertising, search engine optimization (SEO), and pay-per-click (PPC) advertising.

Manage Dreamwave AI's presence at industry events, conferences, and trade shows to showcase our products and engage with key stakeholders.

Analyze marketing performance metrics and use data-driven insights to optimize campaigns and drive continuous improvement.

Stay informed about industry trends, competitive landscape, and emerging technologies to inform marketing strategies and tactics.

Build and maintain strong relationships with media outlets, influencers, and strategic partners to amplify Dreamwave AI's brand presence.

Qualifications:

Bachelor's degree in marketing, communications, business administration, or related field; MBA or advanced degree is a plus.

Minimum of 5 years of experience in marketing, with a focus on technology, AI, or creative industries preferred.

Proven track record of developing and executing successful marketing strategies that drive brand awareness and revenue growth.

Strong understanding of digital marketing channels and tactics, including SEO, PPC, social media, email marketing, and content marketing.

Excellent written and verbal communication skills, with the ability to craft compelling messaging and content that resonates with target audiences.

Demonstrated ability to analyze marketing performance metrics and use data-driven insights to inform decision-making and optimize campaigns.

Creative thinker with a passion for innovation and a keen interest in the intersection of AI and creativity.

Strong leadership skills with the ability to collaborate effectively across teams and influence stakeholders at all levels of the organization.

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