

P'tit Chef

Marketing

Responsibilities:

- Build brand awareness through various media outlets
- Plan sales and advertising campaigns
- Collect and analyze market research data
- Identify potential markets and test them extensively
- Work within various multimedia outlets to promote a product
- Design and oversee ad layouts
- Decide which media format (print, television, radio, web, billboard) best suits the assignment
- Present projects to clients and work with them to strategize and improve the material according to their needs
- Work within a team of marketers to collaboratively create an ad campaign
- Keep track of and balance budgets
- Establish beneficial pricing strategies
- Negotiate advertising contracts