

Η Εταιρία Tailwind EMEA, a ThinkDigital Group (TDG) company ενδιαφέρεται να απασχολήσει τουλάχιστον σε μια 1 θέση φοιτητές/τριες στο πλαίσιο της πρακτικής άσκησης τους κατά το ακαδ. Έτος 2024 από τα Τμήματα:

- Μηχανικών Ηλεκτρονικών Υπολογιστών και Πληροφορικής
- Ηλεκτρολόγων Μηχανικών και Τεχνολογίας Υπολογιστών

**Εταιρεία:** Tailwind EMEA, a ThinkDigital Group (TDG) company

**Τίτλος:** Digital Media Executive

**Περιγραφή Θέσης:**

At TailWind, we partner with marketers, agencies, publishers and retailers to help them cut through the complexity of digital transformation and accelerate their business fast forward through automated, data-driven marketing solutions.

TailWind, a ThinkDigital Group (TDG) company, is the exclusive partner of Sizmek - by Amazon, Xandr, and GlobalWebIndex in a big number of EMEA markets. To enable local retailers to create new diversified revenue lines TailWind has partnered with the world's leading retail media platform, CitrusAd.

Wherever you're based, however you feel at your most productive you will join a modern hybrid workplace environment with the added excitement of collaborating with a multinational, talented and dynamic team. We believe that the future of work is defined by flexibility, location independence and should be built around the new needs of our clients, our teams and our people.

### **Your Impact**

We are seeking a motivated Digital Media Executive to develop impactful marketing campaigns aligned with clients' business KPIs and digital strategies. In this role, you will manage multiple marketing platforms, lead internal performance projects, collaborate with our Solutions Engineering and Commercial teams, and take ownership of all digital acquisition outcomes.

The role requires a methodical, team-oriented, and results-driven professional with excellent project management skills and the ability to follow through on multiple projects.

The successful candidate will be based in Tailwind's Tech Hub in Patras.

### **Key Responsibilities**

- Managing multi-channel advertising campaigns (Search Engine Marketing, Display, Social, Mobile, Affiliate).
- Tracking and optimizing the delivery and performance of advertising campaigns.
- Managing topics that require knowledge of internet technologies (PHP, JS, web programming).
- Communicating and supporting sales team & customers in achieving their goals.
- Actively participating in the evaluation of new technologies and the design of products, services, and solutions.

We're looking for someone who

Holds a Bachelor's degree or is in progress in Computer Engineering, Electrical Engineering, or a related field with a specialization in Information Technology or Science.

Has experience in Internet technologies and web development, including proficiency in PHP, HTML, CSS, and JavaScript.  
Possesses a good knowledge of MS Office.  
Demonstrates excellent command of the English language.  
Shows a relentless focus on continuous improvement.  
Can effectively prioritize and execute tasks in a fast-paced environment.  
Has fulfilled military obligations for male candidates.

**We're offering:**

TailWind company is part of TDG. We are on a mission to boldly lead our people to where no one has gone before. Our people enjoy benefits that make them able to develop their careers and professional skills. We challenge ourselves to work with the best and most talented professionals and we want to offer a great place to work and thrive.

-A modern workplace environment, and the excitement of working closely with a successful, highly motivated, dynamic, and talented team.  
-Access to TDG's Library for professional development.  
-Fresh fruits and the best selection of tea every day.  
-TailWind offers a hybrid working model. Team members all over the EMEA region currently can meet in person. TailWind continues to grow our team by conducting a remote-first onboarding process.

**Στοιχεία Επικοινωνίας:**

Έλενα Τόμπρα

[elenatom@thinkdigitalgroup.net](mailto:elenatom@thinkdigitalgroup.net)

2144008366

Ευχαριστώ,

Έλενα Τόμπρα

**Elena Tompra | Learning & Development Manager**

T. +30 214 4008 366 | M. +30 698 507 5059

E. [elenatom@thinkdigitalgroup.net](mailto:elenatom@thinkdigitalgroup.net) | W. [www.thinkdigitalgroup.net](http://www.thinkdigitalgroup.net)  
7 Taki Kavalieratou Str., Kifisia, Building B, Athens, Greece, 14564