



Marketing Manager

Liquefy Limited

Liquefy is a venture and corporate backed Fintech startup based in Hong Kong. Leveraging blockchain technology, our end-to-end technology solution is used by asset owners such as real estate developers, closed-end funds or even esports manager to tokenize their assets, enabling investors to participate in investments that they could not gain access to. Liquefy has been covered by multiple international and local medias such as SCMP, NASDAQ, HKEJ and Ming Pao. For more information, please visit www.liquefy.com.

Liquefy is founded by a team of investment bankers, asset management professionals, technology entrepreneurs and lawyers. We are looking for a young and dynamic individual to join us as a Marketing Manager.

Key Responsibilities:

- Develop marketing strategies to promote Liquefy's brand name and services internationally as a leader in the fintech, blockchain and security token space
- Engage with the startup ecosystem in Hong Kong and organize events, by collaborating with the relevant industry players and associations
- Enhance brand leadership by developing digital channels planning & execution
 - Social media (Twitter, LinkedIn and Medium) content calendar
 - Write and publish articles to establish thought leadership
 - Publish monthly newsletter to our clients, partners & investors
- Manage social media accounts and utilize social listening tools to measure brand value
- Design and develop company presentations, brochures and other marketing materials
- Work with media outlets on arrangement of interviews and press releases

Skills Required:

- 3-5 years of marketing-related experience with startups, corporates or marketing agencies
- Degree holder, in journalism, communications, BBA/Marketing is preferred
- Ability to take complex information and turn it into easy-to-understand content
- Proven ability to be a self-starter with energy and drive in a challenging and dynamic environment
- Good design skills with relevant experience
- Cantonese, Mandarin and English speaking with strong writing ability