

Sr. Digital Marketing Exec/ Expert Job Description:

We are searching for a highly-creative Digital Marketing Senior/ Expert to lead our marketing team. In this position, you will be responsible for all aspects of our marketing operations. Your central goal is to help grow our brand's influence locally while also increasing brand loyalty and awareness.

Your duties will include planning, implementing, and monitoring our digital marketing campaigns across all digital networks. Our ideal candidate is someone with experience in marketing, art direction, and social media management. In addition to being an outstanding communicator, you will also demonstrate excellent interpersonal and analytical skills.

Responsibilities:

- Perform SEO analysis and keyword research in coordination with growth and acquisition objectives to optimize existing content and uncover new opportunities to improve.
- Develop and implement SEO strategies for company and company related websites analyse and identify opportunities to grow organic search result and outrank competitors.
- Create, manage, track, report and analyse campaigns, optimize copy and landing pages for paid search engine marketing campaigns research and analyse competitor advertising links.
- Optimize the conversion of our app store pages on iOS, Android, Windows, Alexa, and more by providing keyword, description, and other ASO recommendations.
- Design and oversee all aspects of our digital marketing department including our marketing database, email, and display advertising campaigns.
- Develop and monitor campaign budgets together with planning & managing our social media platforms.
- Coordinate with advertising and media experts to improve marketing results.
- Identify the latest trends and technologies affecting our industry.
- Evaluate important metrics that affect our website traffic, service quotas, and target audience.
- Work with team to brainstorm new and innovative growth strategies.
- Oversee and manage all contests, giveaways, and other digital projects.

Requirements:

- Bachelor's degree in Marketing or relevant field.
- 1 – 2 years' experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO) and also experience in a digital marketing or advertising position.
- In-depth knowledge of various social media platforms& Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tool.
- Experience working with popular keyword tools (Google, WordTracker, Keyword Discovery, etc)
- Solid understanding of HTML, CSS, and JavaScript is required.
- Highly creative with excellent analytical abilities.
- Outstanding communication and interpersonal skills.
- Up-to-date on the latest trends and technologies in digital marketing.