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Digital Marketing Expert

Description

Job Title: Digital Marketing Expert

Location: [Company Location]

Company: [Company Name]

About Us: [Company Name] is a dynamic and innovative company specializing in [industry/sector]. We are committed to delivering top-notch products and services to our clients and are looking for a talented Digital Marketing Expert to join our team and drive our digital presence to new heights.

Job Description: We are seeking a highly skilled and experienced Digital Marketing Expert to develop, implement, track, and optimize our digital marketing campaigns across all digital channels. The ideal candidate is a creative and strategic thinker who is well-versed in the latest digital marketing trends and technologies.

Key Responsibilities:

1. Develop and Execute Digital Marketing Strategies:

- Design, build, and maintain our social media presence.
- Plan and execute all digital marketing campaigns, including SEO/SEM, email marketing, social media, and display advertising.

2. Content Creation and Management:

- Create engaging and relevant content for our website, blog, social media, and other digital platforms.
- Collaborate with designers to improve user experience.

3. Search Engine Optimization (SEO) and Search Engine Marketing (SEM):

- Optimize content and landing pages for search engine marketing.
- Perform ongoing keyword discovery, expansion, and optimization.

4. Social Media Management:

- Manage and grow our social media accounts.
- Create and implement social media strategies and campaigns to increase engagement and drive traffic.

5. Email Marketing:

- Develop and execute email marketing campaigns.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).

6. Analytics and Reporting:

- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).

7. Ad Management:

- Manage online advertising campaigns (Google AdWords, Facebook Ads, etc.).
- Monitor budget distribution and performance of paid ad campaigns.

8. Market Research:

- Stay updated with the latest trends and best practices in online

Hiring organization

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Employment Type

Full-time

Industry

Digital marketing

Job Location

US

Date posted

June 1, 2024

- marketing and measurement.
- Conduct market research and analyze trends to identify new marketing opportunities.

Requirements:

1. Education:

- Bachelor's degree in Marketing, Business, or a related field.

2. Experience:

- Proven working experience in digital marketing.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.

3. Skills:

- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).
- Working knowledge of ad serving tools (e.g., DART, Atlas).
- Experience in setting up and optimizing Google AdWords campaigns.
- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in online marketing and measurement.

4. Attributes:

- Excellent communication and interpersonal skills.
- Strong project management skills with the ability to manage multiple projects simultaneously.
- Creative thinker with the ability to generate innovative marketing ideas.
- Ability to work independently and as part of a team.

Benefits:

- Competitive salary and benefits package.
- Opportunities for professional development and growth.
- A collaborative and innovative work environment.
- [Other specific benefits unique to your company]

How to Apply: Interested candidates are invited to submit their resume, cover letter, and portfolio (if applicable) to [email address]. Please include "Digital Marketing Expert Application" in the subject line.