

Creative Manager (Digital Marketing)

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Company: ShadiBox

Location: Lahore

Category: other-general

ShadiBox turns wedding dreams into reality, through our comprehensive and interactive web portal. ShadiBox allows users to find and book pre-qualified, trusted, and reviewed vendors, all through the click of a mouse. The company also provides wedding inspirations, products, and end-to-end event planning service that guides customers through every step for a fabulous event.

Job Description

We are looking for a Creative Manager (Digital Marketing) to join our team in Lahore. The Creative Manager will be responsible for the strategy and execution of all digital marketing for shadibox, including creation of content and social media advertisement and promotion. The individual will also manage a small team for creating and posting content on the web site and on social media platforms, articles and blogs.

Job Specification Tasks & Responsibilities:

Devise digital marketing strategy of ShadiBox.

Assist in producing all content including articles, blogs, videos, infographics and social media posts.

Manage ShadiBox's social media campaigns on Facebook, Twitter, Instagram, YouTube and other platforms.

Manage ShadiBox's online advertising on Facebook, Google, Twitter & Instagram.

Implement and manage marketing budget with optimized and measurable results.

Get optimum exposure of Shadibox in fashion publications in form of press releases, interviews and display ads.

Use data and analytics to create monthly marketing performance reports.

Qualifications/Skills:

Bachelors degree (minimum), preferably in arts or marketing.

1-2 years experience in marketing, writing, editing, blogging, PR and creating unique content, with strong written, verbal and communication skills.

Must have knowledge about PPC and other online advertising models and tools.

Must be skilled at Social media marketing (Facebook, Twitter, Instagram, YouTube and other platforms)

Have working knowledge of Adobe Photoshop.

Must have excellent written and spoken English.

Must be skilled in Microsoft Excel, PowerPoint and Word.

This company is OSS for wedding vendors. ShadiBox is a one stop shop for brides/grooms to search, compare, book and review all sort of vendors related to any sort of Wedding and Parties. Welcome to ShadiBox, your one stop for all things mustakbil.com asks for your consent to use your personal data to: perm_identity Personalised ads and content, ad and content measurement, audience insights and product development devices Store and/or access information on a device Some vendors may process your personal data on the basis of legitimate interest, which you can object to by managing your options below. Look for a link at the bottom of this page or in our privacy policy where you can withdraw consent. #J-18808-Ljbfrr

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