

Design And Social Media Marketing Specialist

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Company: Kuz-TECH

Location: Karachi

Category: other-general

Design And Social Media Marketing Specialist

Kuz-TECH, PakistanKuz-Tech is searching for a candidate who possess strong SEO and Social Media Optimization skills. He/She must be an expert at On-Page and Off-Page optimization with strong background of handling multiple websites. Candidate should also have experience as Graphic Designer/Digital Media Specialist.

The Graphic Designer/Digital Media Specialist requires a thorough understanding of design principals, color theory and possess an eye for consistency and accuracy. This role will include creating, coordinating and maintaining news editorial, promotional and branded social creative. This person will have a willingness to learn new advertising and content platforms, and then incorporate that knowledge in to work.

Job Specification
SEO Responsibilities:

Website Audit (Manual and Tool based).

On-page SEO Optimization.

Off-page SEO Optimization.

Google Analytics, Google Webmaster, Google Keyword Planner.

Perfect Knowledge of Google, Bing and Social Media latest updates.

Different Social Media Platforms optimization and integration.

Blogging & reference writing.

Responsibilities:

Design/create graphics based content for daily newscasts, specials, commercial, social and promotional spots.

Create and produce animated graphic opens and elements for newscasts, clients and promotions.

Write copy, produce and post video and other digital content on Kuz social media accounts and digital platforms

Collaborate with teams and cross-functionally supporting ratings growth strategy, increasing traffic and awareness to the website and social platforms

Track performance of the brand/s

Contribute to special projects such as digital ads, print work, signage, animation and set design as assigned

Stay up-to-date on emerging technologies/industry trends and apply them into operations and activities

Information Technology and Services - Karachi, Pakistan

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