

Digital Marketing Manager /Specialist

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Company: ClipInMedia

Location: Islamabad

Category: other-general

We are looking for a Digital Marketing Specialist to manage our in-house marketing efforts. The perfect candidate will be responsible for developing the marketing strategies & overseeing the marketing team's efforts. Must have excellent English language skills to be considered. The duties and responsibilities are listed below.

Create plans for web, SEO/SEM, email campaigns, social media and display advertising campaigns across our various owned, paid, and earned media.

Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).

Identify trends and insights, and optimize spend and performance based on the insights.

Brainstorm new and creative growth strategies.

Plan, execute, and measure experiments and conversion tests

Plan, execute, and measure PPC and other marketing campaigns.

Collaborate with internal teams to create landing pages and optimize user experience.

Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

Understand and implement all facets of lead nurturing and marketing automation, including list segmentation, emails, campaign automation, landing pages, and reporting.

Work with web site developers to ensure digital marketing campaigns are fully optimized and that all required lead acquisition components, lead routing, and processes are working effectively.

Evaluate emerging technologies. Provide thought leadership and perspective for adoption

where appropriate.

Support development of content creation across digital channels.

Develop and manage the expense budget for digital marketing initiatives.

Job Specification Manage online brand and campaigns to raise brand awareness.

Evaluate customer research, market conditions and competitor data.

Improve the usability, design, content and conversion of the company websites.

Responsible for planning and budgetary control of all digital marketing

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