

Digital Marketing Specialist

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Company: IT International

Location: Lahore

Category: other-general

Digital Marketing Specialist

IT International, Pakistan • Manage accounts to stay active and make a presence.

- Guiding the designing team in creating the content, including text posts, videos, and images for use on social media.
- Increase followers Organically on social media accounts.
- Understand the value of different projects and promote them as and when needed.
- Analyze paid media campaigns to develop, execute, test, and report on paid media strategies of Social Media.
- Prepare weekly paid media performance reports and recommendations
- Measure and track site ranking factors, keywords, internal and external links, and site content.
- Perform SEO Audits and drive the implementation roadmap of on-page and off-page optimization
- Implement SEO tactics and ensure that sites are search-engine-friendly
- Conduct keyword research and identify opportunities to drive more qualified traffic through a coordinated search strategy alongside of the paid media team
- Plan, create and manage PPC campaigns across a variety of channels (Google Ads/Bing Ads etc.)
- Keyword research and management to optimize bids (add PPC keywords and negative keywords)
- Optimize bidding at the keyword, placement, device, geographic, demographic, and other levels

- Perform daily account management of PPC campaigns (review expensive under-performing keywords and ensure PPC campaign does not exceed weekly and monthly ad spend budget, maintain Quality Score, impression share and other important metrics)

Requirements:

- Required: 1+ years of experience in Digital Marketing
- Can generate leads for B2B and B2C market
- Nice to Have: Understanding of Google Analytics, and Google Tag Manager, Facebook and Google Ads Manager, Google Search Console, Instagram and Twitter Analytics.
- Attention to detail and the ability to multitask in a deadline-driven atmosphere.
- Ability to clearly and effectively articulate insights and recommended actions.
- Excellent analytical, organizational, and time management skills#J-18808-Ljbfrr

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