

Digital Marketing Specialist - REMOTE

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Company: East Coast 3PL and Dropshipping

Location: Islamabad

Category: other-general

Job Description Company Overview:

East Coast Dropship Solutions is a leading e-commerce enterprise specializing in dropshipping and third-party logistics (3PL) services along the East Coast. With a focus on efficiency, reliability, and customer satisfaction, we aim to streamline the supply chain process for businesses of all sizes.

Position Overview: We are seeking a skilled and experienced Digital Marketing Manager to lead our digital marketing initiatives and drive the growth of our online presence. The ideal candidate will be creative, data-driven, and have a proven track record of developing and implementing successful digital marketing strategies.

Responsibilities:

Develop and execute comprehensive digital marketing campaigns to drive traffic, generate leads, and increase sales across various online channels, including but not limited to search engines, social media, email, and affiliate marketing.

Collaborate with cross-functional teams, including marketing, sales, and product development, to develop integrated marketing plans aligned with business objectives and target audience insights.

Conduct market research and competitive analysis to identify trends, opportunities, and best practices in digital marketing and e-commerce.

Manage and optimize digital advertising campaigns, including Google Ads, Facebook Ads, and other paid media platforms, to maximize return on investment (ROI) and achieve key performance indicators (KPIs).

Utilize data analytics tools, such as Google Analytics, to track and analyze website traffic, user behavior, and campaign performance, and provide actionable insights and recommendations for improvement.

Develop and implement SEO strategies to improve organic search rankings, increase visibility, and drive qualified traffic to our website.

Create engaging and compelling content for digital channels, including website, blog, social media, and email, to attract and retain customers and enhance brand awareness and loyalty.

Monitor and manage online reputation and customer reviews, responding promptly to feedback and inquiries to maintain a positive brand image.

Stay updated on industry trends, emerging technologies, and best practices in digital marketing, e-commerce, and consumer behavior, and incorporate new insights into marketing strategies.

Qualifications:

Bachelor's degree in Marketing, Digital Marketing, Communications, or related field.

Proven experience (X years) in digital marketing, with a focus on e-commerce and online retail.

Demonstrated expertise in developing and implementing digital marketing strategies across multiple channels, including paid media, SEO, social media, email marketing, and content marketing.

Proficiency in digital marketing tools and platforms, including Google Analytics, Google Ads, Facebook Ads Manager, and email marketing software.

Strong analytical skills with the ability to interpret data, draw actionable insights, and make data-driven decisions.

Excellent written and verbal communication skills, with the ability to create engaging content and communicate effectively with internal teams and external partners.

Creative thinker with a passion for innovation and problem-solving.

Detail-oriented with strong project management and organizational skills.

Ability to work independently and collaboratively in a fast-paced, dynamic environment.

Benefits:

Competitive salary package with performance-based incentives.

Comprehensive benefits package, including health insurance and retirement savings plan.

Opportunities for professional development and career advancement.

Dynamic and collaborative work environment with a culture of innovation and continuous improvement.

Employee discounts on company products and services.

How to Apply: Interested candidates should submit a resume and cover letter outlining their qualifications and relevant experience .

East Coast Dropship Solutions is an equal opportunity employer and values diversity in the workplace. We encourage individuals from all backgrounds to apply.

Job SpecificationDIGITAL MARKETING

GRAPHIC DESIGN

MEDIA BUYING

PAID CAMPAIGN

CONTENT CREATION

VIDEO EDITING

PRODUCT RESEARCH

SHOPIFY

WORPRESS DEVELOPMENT

Job Rewards and Benefits Incentive Bonus

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