

## Digital Media Marketing Expert (SEO Specialist) Required

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Company: MavenUp

Location: Lahore

Category: sales-and-related

Digital Media Marketing Expert (SEO Specialist) Required MavenUp, Pakistan You'll be in charge of the SEO Strategy for a book of clients and then to implement that strategy with a team of talented specialists. This includes hands on work, overseeing the work of others and adjusting strategy as necessary.

**Job Responsibilities**

- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Preparing detailed strategy reports
- Writing powerful calls-to-action to convert visitors
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Optimize copy and landing pages for search engine marketing
- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Research and analyze competitor advertising links
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords
- Keeping updated on both white hat and black hat SEO strategies to avoid stay within search engine guidelines
- Compiling and presenting SEO guidelines

**Job Specification**

**Eligibility Criteria**

- 4+ years of digital advertising experience
- Ability to energize and inspire internal teams about the importance of digital opportunities
- Ability to stay up-to-date with the latest trends and changes in UI/UX, SEO, paid media and inbound marketing.

Show proven skills in identifying digital

opportunities Experience defining content KPIs and measurement Deep understanding of how digital content moves through today's media landscape and define relevant and impactful strategies Experienced in SEO knowledge and Social media marketing savvy At ease managing multiple projects, setting stakeholder expectations, working individually and collaborating across teams Proficiency in English Reliable internet connection and (remote) office with a door Candidates should have experience with four (4) or more of the following analysis tools: Web Analytics Search Engine Marketing Display Marketing Some WordPress knowledge Google Search Console SEMrush And the following skills: Keyword research Ecommerce SEO Backlink analysis SEO Audits Local SEO (helpful) Citation building (helpful) Nice to Have Experience with mid to large scale digital implementations Ability to manage ambiguity and successfully navigate large organizations Experience developing and contributing to the development of digital assets (such as infographics, power pages, video, etc. for link acquisition) Experience with Email Marketing, Social Media Marketing, Referral Marketing, Content Optimization, and Marketing Automation Information Technology and Services - Lahore, Pakistan

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