

## Digital Media Marketing Expert (SEO Specialist) Required

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Company: MavenUp

Location: Lahore

Category: other-general

### Digital Media Marketing Expert (SEO Specialist) Required

MavenUp, PakistanYou'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

Poficiency 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 Haves

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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