

Online Marketing Specialist/marketing Manager

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Company: Dnwtech

Location: Rawalpindi Cantonment

Category: other-general

Online Marketing Specialist/marketing Manager

Dnwtech, PakistanDevelop marketing plans for multiple initiatives to drive customer acquisition, engagement, monetization and retention.Strategically develop and implement Internet marketing strategies and tactics to optimize the online user experience, increase conversion rate and improve customer satisfaction. Develop, administer and execute site-wide marketing and sales campaigns, product launches or other efforts.Conduct landing page conversion optimization; plan and evaluate funnel optimization programs that increase conversion of site visitors and registrants to customers.Create link building campaigns and find new linking opportunities.Analyze statistics and make recommendations to improve existing marketing programs and create new marketing initiatives. Clear understanding of ROI analysis.

Job SpecificationMasters in Business Administration with marketing majorsStrong quantitative analytical skills.Minimum two years of experience

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