

## PAC Square Technologies Jobs Content/ Digital Marketing Specialist

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Company: PAC Square Technologies

Location: Karachi

Category: other-general

PAC Square Technologies Jobs Content/ Digital Marketing Specialist :Organization: PAC Square TechnologiesWe are seeking a talented and creative “ Content/ Digital Marketing Specialist ” to join our team.Key Responsibilities:Develop marketing strategies that align with the organization’s business goalsManage and execute campaigns across various digital channels, including Google, social media, search engines, and display advertising.Measure and report on the performance of digital marketing campaigns, and assess against goals (ROI and KPIs).Conduct market research and analyze trends to identify new opportunities and improve campaign performance.Collaborate with cross-functional teams, including creative, content, and web development, to produce engaging content and optimize user experience.Ensure all-around consistency (style, fonts, images and tone).Develop related content for multiple platforms, such as websites, Social Media videos, corporate presentations and blogs.Qualifications:Master’s degree in marketing, communications, or related field.3 years of experience in digital marketing and Content Management.Strong understanding of digital marketing channels, including SEO, PPC, social media (LinkedIn, Facebook, Instagram, Twitter, Youtube) email marketing, and display advertising.Proficient in marketing automation tools.Excellent analytical skills and experience with web analytics tools (e.g., Google Analytics).Strong project management skills.Strong interpersonal skills and willingness to communicate with clients, colleagues, and management. •Proven work experience as a Content Writer, Copywriter or similar role. •Portfolio of published articles.To apply, please submit your resume and portfolio at:javeria.b@pacsquare.comPAC Square Technologies Jobs Content/ Digital Marketing SpecialistCanada Immigration: Immigrating to Canada from

Pakistan involves several steps, and the process can be complex. It's important to note that immigration policies and procedures may change, so it's advisable to check the official website of the Immigration, Refugees and Citizenship Canada (IRCC) for the most up-to-date information. As of my last knowledge update in January 2022, here are the general steps you might follow:

**Choose the Right Immigration Program:** Canada offers various immigration programs, such as Express Entry, Provincial Nominee Program (PNP), Family Sponsorship, and more. Research and choose the program that best suits your qualifications and circumstances.

**Language Proficiency:** For most immigration programs, you will need to prove your proficiency in English or French. Common language tests include IELTS for English and TEF for French.

**Educational Credential Assessment (ECA):** If you are applying under Express Entry or certain other programs, you may need to get your educational credentials assessed by a designated organization.

**Create an Express Entry Profile (if applicable):** If you are applying through the Express Entry system, create an online profile and submit your Expression of Interest (EOI).

**Receive an Invitation to Apply (ITA):** If your profile is selected from the Express Entry pool, you will receive an Invitation to Apply. This allows you to proceed with your permanent residency application.

**Submit a Complete Application:** Submit a complete application with all required documents within the specified time frame. Ensure accuracy and completeness to avoid delays.

**Medical and Security Clearance:** Undergo a medical examination and obtain a police clearance certificate to demonstrate that you are admissible to Canada.

**Wait for Processing:** The processing time varies depending on the program and other factors. You can check the current processing times on the IRCC website.

**Receive Confirmation of Permanent Residence (COPR):** If your application is approved, you will receive a Confirmation of Permanent Residence (COPR).

**Travel to Canada:** Once you have the COPR, you can travel to Canada and become a permanent resident. It is highly recommended to consult with a certified immigration consultant or lawyer to ensure you have accurate and up-to-date information tailored to your specific situation. Additionally, regularly check the official IRCC website for any changes to immigration policies or procedures.

#J-18808-Ljbfrr

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