

Social Media Executive

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Company: CodeNinja Inc

Location: Karachi

Category: other-general

CodeNinja is seeking a Social Media Executive to join its marketing team. The candidate should have a strong background in managing channels/handles, analyzing social media trends, and leveraging insights to optimize our digital strategies for both B2C and B2B channels i.e., IG, YT, X, and LinkedIn. This role requires a deep understanding of social media analytics tools, excellent communication skills, and the ability to translate data into actionable recommendations.

Key Responsibilities:

1. Manage and oversee all social media platforms including but not limited to Facebook, Twitter/X, LinkedIn, Instagram, and YouTube.
2. Develop and implement social media strategies to enhance brand visibility, engagement, and lead generation.
3. Conduct in-depth social listening to monitor brand mentions, industry trends, and competitor activities.
4. Analyze social media data and metrics to track performance and identify areas for improvement.
5. Generate reports and present findings to the marketing team, providing insights and recommendations for optimization.
6. Stay updated on industry trends, best practices, and emerging technologies in social media marketing.
7. Create compelling content in collaboration with content and design team to engage the target audience and drive brand awareness.
8. Explore and implement innovative strategies to grow our social media following and increase engagement.

#J-18808-Ljbffr

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