

Social Media Specialist

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Company: Torque Solutions

Location: Lahore

Category: other-general

A talented Social Media Specialists to administer our social media accounts and company's social media marketing and advertising. Administration includes but is not limited to:

Basic Requirments

- Minimum Bachelor's degree in related discipline from a recognized University.
- 3+ years of experience social media marketing experience in a direct to consumer/corporate environment
- Should be smart highly motivated and creative individual with experience and a passion for connecting with current and future customers
- Can communicate the company's brand in a positive, authentic way
- Good verbal and written communication skills. Excellent English.
- Availability: Immediate

Job Specification Job Responsibilities:

- Deliberate planning and goal setting
- Development of brand awareness and online reputation
- Content management
- Conceptualize, create, and execute Eastbay's social media strategy, emphasizing growing customer relationships, awareness, and affinity for the brand.
- Creating and executing day-to-day social media initiatives, including writing and posting content
- Managing a content calendar and lead content distribution across different social media

platforms

- Cultivation of leads and sales
- Drive business by capturing, analyzing, and reporting on social metrics.#J-18808-Ljbffr

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