

Sr. Digital Marketer

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Company: Digital Firm

Location: , , Pakistan

Category: sales-and-related

This is an on-site salaried position, based in Islamabad, Pakistan. Please do not contact us about outsourcing. And please no recruiters. Digital Firm, founded in 2012, is a Digital Agency located in Islamabad. We are an incredibly talented group with one goal, to do awesome work. We have tripled in size from 2021 to 2022, and we're just getting started. We've got an awesome setup here from class A office space to ping pong to xbox to massages. We're looking for someone who is experienced with onsite seo and paid search. You'll be working in a team to collaborate on marketing clients that need everything from basic seo to complex full service digital marketing plans. You will be involved in strategy sessions with this team and you'll be assigned specific tactics you will be responsible for the execution of. You'll also have an entire design department and programming division at your disposal. Benefits Medical Insurance Holiday Pay Dental Insurance Vacation Pay Matching 401k Life Insurance Long Term Disability Insurance Requirements Proven expertise in on-site SEO, PPC, Conversion rate optimization, and remarketing strategies. Experience with Adwords, Analytics, and Webmaster Tools Strong understanding of major search engine algorithms Ability to identify and recommend solutions to technical hurdles Must be able to compare data and analyze tactics to maximize results Job Responsibilities Work with a team to create comprehensive strategies to improve rank, conversion, and overall traffic Manage, track, and report on PPC/CPM Ads Create and manage social media campaigns Responsible for making strategic decisions that are tied to all search related deliverables Responsible for the delivery of all SEO-related tasks and deliverables Provide consultation on all aspects of SEO Responsible for the successful "integration" of SEM and social media as related to the overarching SEO

strategyOptimization of onsite contentRecommendations for new content creationConversion rate optimization (CRO)Measurement and performance reportingResearch and analysis of competitor sitesAssist account manager in meeting with clients monthly to discuss strategy and review progress

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