

# Digital Marketing Specialist

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Phone :

Web :



## Job Summary

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Vacancy :

Deadline : Jan 01, 1970

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Employment Status : Full Time

Experience : 3 - <5 Years

Salary :

Gender : Any

Career Level : Any

Qualification : B.Tech

## Job Description

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**Job Title:**Digital Marketing Specialist

**Experience :** 3-6yrs

### Job Summary:

We are looking for a talented and results-driven Digital Marketing Specialist to oversee the planning, execution, and optimization of our online marketing efforts. This role requires a deep understanding of online marketing trends and a passion for driving impactful results.

### Responsibilities:

- Develop, implement, and manage digital marketing campaigns across various channels, including Google Ads, Facebook Ads, Instagram, and LinkedIn.
- Plan and execute all digital marketing strategies, including SEO/SEM, email marketing, social media, and display advertising.
- Measure and report on the performance of digital marketing campaigns, assessing results against goals (ROI and KPIs).
- Identify trends and insights, and optimize spending and performance based on these insights.
- Manage content for social media platforms by creating and curating engaging posts.
- Oversee website SEO and optimize content to ensure high search engine rankings.
- Collaborate with cross-functional teams (content, design, and sales) to maintain brand consistency and alignment with marketing goals.
- Stay up-to-date with the latest digital marketing trends and best practices.

### Requirements:

- Proven experience in a similar Digital Marketing role.
- In-depth knowledge of various digital marketing channels, including SEO, SEM, SMM, PPC, Email Marketing, and Display Advertising.
- Hands-on experience with SEO, Google Analytics, and CRM software.
- Strong analytical and problem-solving skills to optimize content and campaigns.
- Familiarity with web design, HTML, and content management systems.
- Excellent communication and interpersonal skills.
- Bachelor's degree in Marketing, Business, or related field preferred.
- Certifications in Google Ads, SEO, or related areas are a plus.

## Education & Experience

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## Must Have

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## Educational Requirements

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B.Tech

## Compensation & Other Benefits

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