

Designation: **Digital Marketing Specialist**

Experience: **2 to 4 Years**

Job Location: **Ahmedabad, Gujarat, India**

Qualifications: **Bachelor's degree or equivalent**

Job Role/Description:

- Execute all Digital Marketing activities like SEO, SMM, and Email Marketing.
- Developing long-term strategies and cross-category marketing plans and advertising promotions (including social media).
- Building, and maintaining social media presence
- Monitor and analyze effectiveness of marketing content
- Find and target right audiences for the
- Provide analytical reporting of campaigns to management.
- Use both organic and paid campaign like **Google Ads, and Social Media Ads** to strategize and get measurable ROI.
- Create and manage a content calendar for social media, blog and articles
- Strong analytical skills and data-driven thinking
- Experience with Google Analytics, Google Webmasters, Google Adwords, Ahrefs, Semrush, Moz, and other SEO tools.
- Execute successful SEO tasks for assigned properties to maximize search engine visibility, traffic and conversions.
- Perform keyword research and analysis for organic search, taking advantage of SEO tools.
- In-Depth Knowledge regarding keywords, link analysis / audit, search engine results, new search engine behaviors, on-page, etc.
- Stays apprised of search engine and industry best practices and trends and share that knowledge with organization.

Key Skills

- Excellent communication, presentation, organizational and problem-solving skills with the ability to collaborate across organization.
- Experience with SEO and SEM Strong written, verbal and collaboration skills
- Responsible self-starter and innovative-quick thinker
- Demonstrated ability to work independently and manage multiple tasks and deadlines simultaneously.
- Understanding of current online marketing concepts, strategy and best practices