Senior Digital Marketing Executive

Description

We are seeking a skilled a Senior Digital Marketing Executive to join our team and elevate our digital marketing initiatives. The ideal candidate will have over 2 years of experience in digital marketing with a strong focus on SEO, social media management, and PPC campaigns. You will play a crucial role in optimizing our online presence and driving engagement across various digital platforms.

Roles and Responsibilities

1. Analyze website performance using SEO tools to ensure optimal functionality and improve search engine rankings.
2. Conduct thorough keyword research, implement on-page and off-page optimization, and perform detailed backlink analysis to boost organic traffic.
3. Develop and execute social media strategies to enhance brand awareness and engagement across platforms.
4. Stay up-to-date with social media trends and industry best practices to maintain a competitive edge.
5. Plan and implement PPC campaigns to increase website traffic and drive conversions, optimizing for maximum ROI.
6. Assist junior interns by providing guidance, feedback, and support to help them develop their digital marketing skills and ensure their work aligns with the overall strategy.
7. Create compelling content for social media campaigns and other digital marketing channels to engage and grow our audience.

Skills and requirements

1. Minimum of 2+ years of experience in digital marketing with a focus on SEO, SMM, and SEM.
2. Experience in creating, managing, and optimizing social media campaigns.
3. Ability to manage various social media channels, ensuring consistent brand messaging and engagement.
4. Skilled in executing and optimizing PPC campaigns using Google Ads and other platforms.

Education

Bachelor's Degree

Contacts

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Valid through

13.12.2024

Date posted
November 20, 2024

Hiring organization
GALTech Technologies Pvt. Ltd.

Job Location
Infopark Thrissur Campus, 680308, Thrissur, Kerala, India

Employment Type
Full-time

Skills

SEO, SMM, and SEM

Industry
Software Development

Base Salary
INR 20,000 - INR 35,000

Working Hours
09:00 AM – 06:00 PM