



## Digital Marketing Executive

- **Vacancy for:** 2
- **Posted on:** Sept. 25, 2018
- **Deadline:** Oct. 26, 2018, 11:55 p.m.

### Basic Job Information

Job Category : Marketing / Advertising / Customer Service  
Job Level : Mid Level  
Employment Type : Full Time  
Job Location : Uttardhoka Sadak, Kathmandu, Nepal  
Offered Salary : NRs. 20,000.00 - 25,000.00 Monthly

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### Job Specification

Education Level : Bachelor  
Experience Required : More than or equals to 2 years  
Professional Skill Required : Advertising Campaigns, Photoshop, Dreamweaver, Illustrator, Seo/Sem, In Design, Social Media, Digital Marketing

### Other Specification

- Must have completed Bachelor Degree
  - Must have at least 2 years of experience
  - Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
  - Design, build and maintain our social media presence
  - Measure and report performance of all digital marketing campaigns, and assess against goals
  - Identify trends and insights, and optimize spend and performance based on the insights
  - Brainstorm new and creative growth strategies
  - Demonstrable graphic design skills with a strong portfolio
  - Ability to interact, communicate and present ideas
  - Up to date with industry leading software and technologies (In Design, Illustrator, Dreamweaver, Photoshop etc)
  - Collaborate with internal teams to create landing pages and optimize user experience
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### Job Description

- BS/MS degree in marketing or a related field
  - Proven working experience in digital marketing
  - Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
  - Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
  - Experience in optimizing landing pages and user funnels
  - Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
  - Experience in setting up and optimizing Google Adwords campaigns
  - Working knowledge of HTML, CSS, and JavaScript development and constraints
  - Strong analytical skills and data-driven thinking
  - Up-to-date with the latest trends and best practices in online marketing and measurement
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### Applying Procedure

Apply Link : <https://merojob.com/digital-marketing-executive-13/>

