



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 - 25,000 Monthly

Job Specification

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

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

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

Applying Procedure

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

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