

**Job Title:**

Digital Marketing Executive

**Job Overview**

We at Bizifier are looking for an energetic and result-driven Digital Marketing Executive to join our team.

As a Digital Marketing Executive you will be responsible for planning, executing and optimizing our online campaign of our clients.

**Responsibilities & Duties**

- Develop, implement and optimize SEO (on-page & off-page) and PPC strategies (Google AdWords, Facebook Ads, LinkedIn Ads, etc.)
- Create and optimize email marketing and social media marketing
- Create engaging online content including infographics, forums, videos, graphics, and blogs; monitor and analyse content success
- Innovate and present new marketing platforms and strategies
- Use Google Analytics, Google Trends, and other relevant platforms for market intelligence
- Conduct market research, analyse and suggest ideas for creative marketing campaigns

**Key Skills**

- Excellent understanding of digital marketing concepts and best practices
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills

**Qualifications**

- Graduate or Postgraduate
- 0-1 years of experience as a Digital Marketing Executive Or a Trained fresher with sound digital marketing knowledge.

**Experience in using some or all of the following technologies/platforms is a must**

- SEO Tools
- AdWords and other PPC marketing platforms
- Mail Chimp or any popular email marketing platform
- Google Analytics, Google Trends and other tools to measure marketing effectiveness

Send your CVs to [HR@Bizifier.com](mailto:HR@Bizifier.com)