



Digital Marketing Specialist/Intern

(FullTime/Paid Internship)

Job Overview:

We are looking for a Digital Marketing Specialist or Intern to manage and optimize campaigns across SEO, Google Ads, Social Media, Email Marketing, and more. This role is open to experienced professionals and enthusiastic interns ready to make a difference.

Key Responsibilities:

- **SEO & Content Strategy:** Develop keyword-optimized content plans to improve website rankings and organic traffic.
- **Google My Business (GMB):** Manage GMB profiles to enhance local search visibility.
- **Advertising Campaigns:** Create and optimize campaigns on Google Ads, Facebook Ads, Instagram Ads, and LinkedIn Ads.
- **Email Marketing:** Design and implement email campaigns to nurture leads and boost conversions.
- **Market Analysis:** Conduct market and competitor analysis to identify trends and opportunities.
- **Social Media Management:** Manage social media platforms to build brand awareness and engagement.
- **Performance Monitoring:** Use analytics tools to track KPIs and optimize campaigns.
- **Content Coordination:** Develop content calendars for consistent messaging across channels.
- **User Experience (UX):** Collaborate to improve website navigation and performance.
- **Remarketing Strategies:** Design and manage remarketing campaigns.
- **Team Collaboration:** Work closely with sales, design, and content teams.
- **Stay Updated:** Keep abreast of digital marketing trends and share insights.

Skills & Qualifications:

For Full-Time Candidates:

- Strong knowledge of SEO, Google Ads, SMM, Email Marketing, and GMB.
- Experience with analytics tools like Google Analytics and Facebook Insights.
- Creative and analytical mindset.
- Excellent communication skills.
- Basic graphic design skills (a plus).

For Interns:

- Basic understanding of digital marketing principles.
- Familiarity with marketing tools.
- Strong communication skills.
- Eagerness to learn and grow.
- Basic graphic design skills (desirable but not mandatory).

What We Offer:


Full-Time Employees:

- Competitive salary and benefits.
- Professional development opportunities.
- Flexible working hours and remote work options.



Interns:

- Paid internship with a competitive stipend.
- Hands-on experience and mentorship.
- Potential for full-time employment based on performance.

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