

## Content Marketing Executive Jobs In Dubai UAE 2023 | Informa Markets

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Company: Informa Markets

Location: dubai

Category: other-general

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Description:

We are seeking a digital savvy, highly motivated content marketing executive with hands on experience in implementing content marketing strategies to strengthen the position of our digital content platform; insights.omnia-health.com as well as our bi-monthly publication; Omnia Health Magazine:/

Responsibilities:

Monitor campaign performance, produce relevant and timely reports and recommend changes to campaign execution based on data insights

Analyze and report on trends over time and use these insights to build more effective campaigns

Use recommended campaign and web analytics dashboards to monitor performance daily

Ensure continuous testing and metrics-driven decision making across the mix

Understanding and experience of digital (PPC, SEO, online advertising) and direct marketing

Database development and growth including segmentation / advanced targeting

Analytical and questioning mindset

Deadline and target driven

Excellent verbal and written communication skills

Proficient in the use of MS Office including intermediate/advanced PowerPoint, Word, Excel

Experience of using marketing automation technology (preferably Eloqua)

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