

## Digital Marketing Analyst Jobs in Dubai | Al Tayer Careers

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Company: Al Tayer Group

Location: Dubai

Category: sales-and-related

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### Job Responsibilities:

Plan, execute and optimize digital marketing campaigns to maximize campaign effectiveness

Strategize and amend plan in order to support brands & brief creative team accordingly

Working with various stakeholders (both internally & externally), you will launch campaigns & optimize accordingly to get the best results for brands according to set objectives.

Analyse and present findings from campaigns to the business to facilitate decision making processes

### Job Requirements:

3+ years of experience in a Digital Marketing role with a solid understanding of the fast fashion industry

Knowledge and Skills

Proven success in Performance Digital Marketing

Expertise in A/B and other testing methods

Executorial experience with FB ads manager, Google Ads and knowledge of affiliate marketing & retargeting

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