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Developing and implementing comprehensive digital marketing strategies to engage customers and increase sales.

Analyzing and tracking website analytics to identify trends and opportunities for improvement.

Optimizing website content and design for maximum visibility and engagement.

Creating and managing campaigns across multiple digital channels, including email, social media, and search.

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Responsibilities

Working with external vendors to develop and execute digital marketing campaigns.

Developing and managing digital marketing budgets and tracking ROI.

Collaborating with internal teams to ensure that digital marketing initiatives are aligned with overall brand objectives.

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Requirement

Bachelor's degree in marketing, communications, or related field.

2+ years of experience working in digital marketing.

Excellent written and verbal communication skills.

Knowledge of SEO, SEM, and other digital marketing techniques.

Proficiency with web analytics tools.

Ability to work independently and collaboratively in a fast-paced environment.

Strong organizational skills and attention to detail.

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