

## Digital Marketing Manager Jobs In Dubai | Nathan & Nathan

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Develop and implement social media strategy to align with business goals

Manage social platforms, not limited to: META ads, Google Ads, TiKTok Ads, Snapchat Ads, Twitter Ads (posting, budget allocation, strategy etc.)

Collaborate with other teams, such as sales and customer service to ensure brand consistency

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Responsibilities

Ensure platform optimisation

Handling major clients account from strategizing a media plan to implementation & optimizing.

Optimizing & overlooking different campaigns making sure they are performing well in terms of different KPIs such as CPL, conversion rates etc.

Monitoring leads quality through HubSpot and devising strategies to increase the leads through lookalike list and improve the CPL if needed so.

Weekly & monthly reporting, meeting with the clients to keep them updated with the ongoing performance.

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Requirements

Proven work experience as a Marketing Executive, minimum of 3 to 4 years of UAE experience.

Bachelors in marketing or any related field

Agency experience mandatory

Analytical and multitasking skills

Excellent communication skills

Deep knowledges in analytics

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