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A Marketing Specialist analyzes marketing trends and works with companies to create creative campaigns, pricing strategies based on demographic data and targeting specific customer demographics.

Responsibilities:Conduct market research to find answers about consumer requirements, and trends.

Brainstorm and develop ideas for creative marketing campaigns.

Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, etc.)

Liaise with external agencies to execute promotional events and

campaigns.Requirements:Bachelor's degree in journalism, communications, marketing, or a related field.

3 or more years of marketing experience (digital and traditional) in a corporate, or agency environment.

Proficient in Microsoft Office Suite (Word, Excel, Outlook, and Access), Adobe Creative Suite, and CRM and CMS software.

Working knowledge of HTML and CSS.#J-18808-Ljbffr

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