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Senior Digital Media Manager Jobs In Dubai UAE 2023 | KEO International

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Company: KEO International

Location: dubai

Category: other-general

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Description:

Media Manager Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns., Managing (FB, IG, TIKTOK, SNAPCHAT, GOOGE) ads/.

Job Responsibilities: Measure and report the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

Identify trends and insights, and optimize spend and performance based on the insights.

Brainstorm new and creative growth strategies.

Plan, executed, and measured experiments and conversion tests.

Collaborate with internal teams to create landing pages and optimize the user experience.

Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.

Instrument conversion points and optimizes user funnels.

Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

BS/MS degree in marketing or a related field.

Proven working experience in digital marketing.

Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.

Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.

Experience in optimizing landing pages and user funnels.

Experience with A/B and multivariate experiments.

Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends).

Working knowledge of ad serving tools (e.g., DART, Atlas).

Experience in setting up and optimizing Google Adwords campaigns.

Working knowledge of HTML, CSS, and JavaScript development and constraints.

Strong analytical skills and data-driven thinking. #J-18808-Ljbfrr

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