

Digital Marketing Specialist

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Company: Investor Maestro

Location: uttar pradesh

Category: other-general

Company Description

We are a leading real estate consulting firm for brands like Godrej, Tata, Kalpataru, ATS, Ace Group etc. We deals in residential and commercial properties in Delhi-NCR, Maharashtra and Karnataka. Currently we are looking for self motivated, professionally qualified candidates who are passionate for working in sales and marketing..

Role Description

This is a full-time on-site role for a Digital Marketing Specialist at Investor Maestro located in Noida. As a Digital Marketing Specialist, you will be responsible for developing and implementing digital marketing strategies, managing online advertising campaigns, analyzing data and metrics to identify trends and insights, and optimizing marketing campaigns to increase brand awareness and drive customer engagement.

Qualifications

Bachelor's degree in Marketing, Communications, or a related field

Proven experience in developing and implementing digital marketing campaigns

Strong knowledge of digital marketing tools and platforms, including SEO, SEM, social media marketing, and email marketing

Experience in using analytics tools to track and measure campaign performance

Excellent written and verbal communication skills

Ability to think creatively and strategically

Strong analytical and problem-solving skills

Detail-oriented and able to multitask

Team player with strong interpersonal skills

Knowledge of the latest digital marketing trends and best practices

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