

Digital Marketing Consultant Job Description

- Working directly and in relation with other project or department leaders in order to develop effective and inbound marketing campaigns via SEO, SMO, SEM, and Display
- Overseeing and coordinating various content platforms which include website landing pages, social media platforms, and blogs
- Improving the organization or client's site search engine ranking by adding new keywords, examining and optimizing web pages, and implementing content creation and development strategy to websites and blogs
- Identifying and developing new effective ways for the organization to engage with new customers and inviting new ones by analyzing and evaluating the current market strategy
- Designing, building, and maintaining the organization's or brand's social media presence
- Brainstorming to come up with new, creative, and innovative growth strategies
- Working in relation with internal teams in order to ensure that landing pages are well-developed and user experiences are effectively optimized
- Evaluating emerging technologies and providing effective suggestions and insights in order to ensure appropriate adoptions
- Assessing the performance of all digital campaigns and reporting updates on performance to the upper management
- Planning, implementing, and measuring experiments and conversion tests.