

# Digital Marketing Specialist Job Description

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- Responsible for creating the story-lines, copy, and subject-lines; timing, segmentation, and graphics, and the entire strategy behind all email marketing campaigns to build a list
- Oversee the company's website and content, including the configuration and editing of product items, copy and image proofing; creating graphics, cross-sells, and promotions, and flash sales
- Responsible for executing website updates following schedule and as needed
- Responsible for creating and executing paid and unpaid social media Ad campaigns via Facebook, Instagram, and Google
- Responsible for expanding and executing well-thought digital advertising plans and designs, including landing pages, content marketing, and SEO; video and other sponsored media campaigns
- Responsible for initiating exclusive promotions, products, and events; contests and experiences to attract new users and retain customers
- Responsible for composing original and attention-grabbing product descriptions, website content, and articles for blog
- Responsible for creating and developing product listings for e-commerce sites like Amazon.com and Walmart.com
- Align the digital marketing strategy with the objectives of the company
- Responsible for generating new leads by converting site traffic through calls-to-action, landing pages, and offers.