

Digital Marketing Strategist Job Description

- Designing, developing, and implementing market strategies with the aid of web technologies for clients' brand, while also helping to promote business growth and achieving business goals and objectives
- Preparing digital marketing strategies using all necessary tools, including websites, emails, social media platforms, and blogs
- Identifying and analyzing web traffic metrics, and providing recommendations or suggesting solutions to boost web presence
- Working in relation to marketing, sales, design, and content teams in order to optimize customer experience and ensure brand consistency
- Building and maintaining strong client relationships through social media interactions
- Identifying and implementing advertising needs and new opportunities to promote the awareness of clients' brand
- Working with project managers and various departments in order to ensure that the team is aligned with client requirements
- Ensuring compliance with all necessary agency procedures and policies
- Educating colleagues on the appropriate use of the digital channel, in line with company policy
- Keeping abreast and staying up-to-date with digital technologies developments and updates.