

Internet Marketing Specialist Job Description

- Designing and developing simple, clear, concise, and comprehensible content
- Creating and maintaining websites that are optimized for search engine
- Leading strategic development of internet marketing campaigns in order to improve clients' website ranking, traffic, and brand awareness
- Conducting market research in order to stay aware of clients' requirements, habits, and trends
- Developing new ideas for creative marketing campaigns
- Liaising and working in relation with external vendors in order to execute promotional events and campaigns
- Cooperating with marketing and other professionals in order to coordinate brand awareness and marketing efforts
- Presenting reports to management in order to increase conversion, optimize site experience, and support expansion initiatives
- Training and managing internet marketing team's copywriters, bloggers, and interns
- Keeping an eye out for new online marketing opportunities
- Increasing the sales and revenue of a company by creating and implementing online marketing strategies.