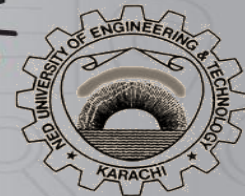


06-8-2021



WE ARE **Hiring!** **DIGITAL MARKETING MANAGER**



JOB RESPONSIBILITIES:

- Designs, builds, and maintains our social media presence.
- Identifies trends and insights to optimize performance based on the insights.
- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Assisting the marketing team in developing content for day-to-day activities and advertising campaigns.
- Proofreading content for errors and inconsistencies.
- Brainstorms new and creative growth strategies through digital marketing.
- Collaborates with internal teams to create landing pages and optimize user experience.
- Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Evaluates emerging technologies.

REQUIREMENTS:

- Self-motivated yet customer-focused
- Proficient in marketing research and statistical analysis
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Excellent verbal and written communication skills

JOB LOCATION: Karachi-Head Office (Full Time Position)

EDUCATION: Bachelor's/ Master's Degree in Marketing or a related field

EXPERIENCE: At least 3 Year of distinguished brand experience is preferred

If you believe that your professional profile is well-suited to this position,

please send resume to jobs@aptinverex.com with the email subject title: **DIGITAL MARKETING MANAGER**

Last Date: August 25, 2021

