

SOW for Digital marketing manager

- Responsible for planning and executing digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Design, build and maintain our social media presence across all digital channels/ platforms
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- (Case basis) Collaborate with internal teams to create landing pages and optimize user experience
- Develops marketing staff by providing information, educational opportunities, and experiential growth opportunities.
- Provide internal reports on a regular basis

Qualifications -

- BS/MS degree in marketing or a related field
- 3+ years of proven working experience in digital marketing

Skills -

- Demonstrable experience leading and managing SEO/SEM (keywords, deeplinking, backlinking content identification etc), marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Hands on experience in content management
- Solid knowledge of SEO, keyword research and Google Analytics
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Highly creative with Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement