

**Job Title:** Digital Marketing Specialist

**No. of Openings:** 2

**Location:** Rockville, Maryland, USA

**Job Description:** We are seeking talented and results-driven **Digital Marketing Specialists** to join our growing team. In this role, you will be responsible for developing and executing digital marketing strategies to enhance brand visibility, drive online engagement, and generate leads. You will work across various digital platforms, leveraging your expertise to create impactful campaigns and optimize performance.

This is an exciting opportunity to work in a dynamic environment, collaborate with cross-functional teams, and contribute to the success of our newly established USA branch.

#### **Key Responsibilities:**

- Develop and manage digital marketing campaigns across multiple channels, including social media, email, and search engines.
- Optimize website content and structure to improve SEO rankings and drive organic traffic.
- Create and manage paid advertising campaigns (PPC) on platforms like Google Ads and social media.
- Analyze campaign performance using tools like Google Analytics and provide actionable insights.
- Design and execute email marketing campaigns to nurture leads and engage customers.
- Collaborate with the content team to create compelling and relevant digital content.
- Monitor and manage social media accounts to enhance brand presence and engagement.
- Stay updated on the latest digital marketing trends and tools to ensure best practices.

#### **Qualifications:**

- **Experience:** 2+ years of hands-on experience in digital marketing roles.
- **Education:** Bachelor's degree in Marketing, Communications, Business Administration, or a related field.
- **Technical Expertise:**
  - Proficiency in SEO, PPC, and social media marketing.
  - Experience with tools like Google Analytics, Google Ads, and social media management platforms.
  - Knowledge of content management systems (CMS) such as WordPress or HubSpot.
  - Familiarity with email marketing tools like Mailchimp or Constant Contact.

- **Skills:**

- Strong analytical and problem-solving abilities.
- Excellent communication and interpersonal skills.
- Creative thinking and attention to detail.
- Ability to manage multiple projects and meet deadlines.

**Why Join Us:**

- Work on innovative digital marketing campaigns that make an impact.
- Collaborate with a talented and supportive team in a dynamic environment.
- Access professional development opportunities to enhance your skills.
- Enjoy competitive compensation and benefits tailored to your needs.