4208 6813 Digital Marketing Specialist (m/w/d) - Digital Marketing | Frankfurt am Main  
  
company profile  
Our customer is an international company from the financial sector with, among other things, a location in Frankfurt am Main. Innovation is very important here.  
  
Your opinion is not only heard here, but is really desired.  
  
area of ​​responsibility  
  
-Development of digital campaigns and advertising strategies (SEO, SEA, Paid Search, etc. - especially Google Ads) for various business areas  
-Lead generation for B2B or B2B2B  
- Creation of a conversion and UX strategy (idea generation, execution, reporting and analysis)  
-Strategy development and creation of content based on the customer journey  
-Planning, creation and reviews of multichannel media campaigns  
-Generating reports using web analytics tools (e.g. Google Analytics, Adobe Analytics, Tag Manager, etc.)  
-Creation and implementation of website audits, web analysis reviews, user journey analyses, task flows, user scenarios and the implementation of customer research initiatives (UX research using qualitative and quantitative methods)  
-Transform test results and optimizations and data-driven recommendations into effective messages  
-Measuring and aligning KPIs with the overall goal  
  
requirement profile  
  
-Completed studies or training with a focus on marketing (e.g. digital marketing, online marketing)  
-At least 3-5 years of professional experience in digital or online marketing  
-Hubspot certified and at least 3-5 years of professional experience with this platform  
- Good knowledge of direct sales of B2B industry solutions and ideally also knowledge of the indirect sales approach in the IT segment  
-Very good knowledge of German and English, both written and spoken  
- Good MS Office skills  
- Structured and independent way of working  
-High personal responsibility and analytical thinking skills  
-Ability to understand data and facts in order to draw logical and actionable conclusions  
-Creativity, dynamic charisma and hands-on mentality  
  
Compensation Package  
In addition to the obligatory fruit basket, our customer offers a health allowance that can be applied individually. Business Economist (University) - Marketing None 2023-03-07 15:59:10.997000