Nice — I’ll give you a practical, step-by-step playbook you can use right away to **meet the job qualifications** and confidently handle the listed **responsibilities** for a Digital Marketing role. I’ll split it into quick actions you can do now, then deeper tactical steps for each skill/responsibility, plus a 30/60/90-day plan and resume bullets you can copy.

**Quick action checklist (do these first)**

1. Create a 1–page portfolio (projects + outcomes). Even small pilots count.
2. Get free certifications: **Google Ads**, **Google Analytics (GA4)**, **Meta Blueprint**, **HubSpot/email**. Add to LinkedIn.
3. Run 1 low-budget paid campaign (social or search) as a practice project — document spend, clicks, leads, CPL.
4. Set up GA4 + Google Tag Manager + Meta Pixel on a demo landing page so you can show tracking knowledge.
5. Prepare 3 resume bullets that quantify impact (use templates below).

**If you don’t yet have “2+ years” — how to position yourself**

* Treat projects, freelance work, internships, and school projects as experience. Always quantify: spend, impressions, leads, CTR, conversion rate, ROAS.
* Run a “demo campaign” for a friend or a personal project and record results. This becomes proof.
* Phrase on CV: “Equivalent experience: designed & executed paid/full-funnel campaigns (Google & Meta) for X project — results: [metric].”

**Skill-by-skill: how to learn & demonstrate each required skill**

**Meta Ads (Facebook/Instagram)**

1. Learn Ads Manager UI: campaigns → ad sets → ads.
2. Practice: create awareness + conversion campaigns on a demo landing page.
3. Implement Meta Pixel + Conversions API on the landing page. Track events (ViewContent, Lead, Purchase).
4. Run simple A/B tests on creative (image vs video) and headline. Document CTR, CPC, CPL.
5. Certification: Meta Blueprint (add to LinkedIn).

**Google Ads & Search**

1. Learn campaign types: Search, Display, Performance Max.
2. Practice keyword research, match types, and negative keywords.
3. Create a Search campaign with clear conversion goal (lead form or signup).
4. Use bid strategies (Max Conversions / Target CPA) and monitor performance.
5. Learn SKAGs or modern equivalents (ad group structuring) and use responsive search ads.

**Google Analytics (GA4) & Reporting**

1. Install GA4 on your site and learn Events, Conversions, and Audiences.
2. Build a simple dashboard in Looker Studio (formerly Data Studio) for CTR, CPL, ROAS, sessions.
3. Learn how to attribute conversions (last click vs data-driven).
4. Track UTM tags for campaigns and show attribution in reports.

**Email platforms (Mailchimp, Klaviyo, HubSpot)**

1. Build a contact list and design 1 welcome drip (3 emails).
2. Segment by behavior (opened, clicked, converted).
3. Set up an automated funnel: lead magnet → welcome → nurture → conversion.
4. Measure open rate, CTR, conversion rate, and unsub rate.

**A/B testing & campaign optimization**

1. Hypothesis → variation → sample size → run → analyze.
2. Test one variable at a time: creative, CTA, landing page headline.
3. Use statistical significance (or rules of thumb) to decide winners.
4. Keep a test log & scale winners.

**Full-funnel campaign — step-by-step (plan → execute → optimize)**

**Plan**

1. Define objective per funnel stage (Awareness, Consideration, Conversion).
2. Define target audiences & personas. Use demographic + interest + lookalike segments.
3. Map creative and CTA for each stage (video for awareness, search ads for intent, email for nurture).
4. Define metrics (KPIs): impressions, CTR, CVR, CPL, ROAS, CAC.

**Build & Launch**

1. Build landing pages tailored to each audience/offer. Use fast-loading pages and a single CTA.
2. Implement tracking: UTM tags, GA4 events, Meta Pixel conversions.
3. Launch small test budgets across channels (split test ± creative & audience).

**Monitor & Optimize (daily → weekly)**

1. First 48–72 hrs: check delivery, CPC, CTR, and conversion tracking sanity. Fix tracking bugs immediately.
2. Week 1: pause poor performing creative/audiences, reallocate budget to winners.
3. Ongoing: optimize bids, increase budgets on profitable segments, iterate on copy/creative, improve landing page experience for higher CVR.

**Owning performance metrics (ROAS, CPL, CTR, CAC) — what to do**

* **Define each metric** for the business (e.g., ROAS = revenue / ad spend).
* Maintain a simple KPI dashboard (daily traffic + weekly conversions + monthly ROAS).
* Set target thresholds (acceptable CPL or target ROAS) and operate to those.
* Use cohort analysis to measure LTV vs CAC for long-term decisions.
* If a KPI is bad, work backward: creative? audience? landing page? checkout experience?

**Build automation, segmentation & personalization — practical steps**

1. Choose an automation platform (HubSpot, ActiveCampaign, Klaviyo).
2. Map a user journey (visitor → lead → MQL → SQL → customer).
3. Create segments (e.g., visited pricing page, downloaded whitepaper, repeated visitors).
4. Build triggered flows: welcome series, cart abandonment, re-engagement.
5. Personalize email content using dynamic tags (name, product interest, last viewed).
6. Measure flow performance and iterate (open rate, CTR, conversion rate).

**Working with Brand, Sales & Product — how to align**

1. Create a one-page campaign brief: objective, audience, offer, KPIs, creative need, timeline.
2. Hold a kickoff meeting with Brand/Sales/Product: share metrics and SLAs (who owns what).
3. Use a shared content calendar and a weekly sync to adjust messaging to product updates or sales feedback.
4. Share learnings with product (user feedback from ads/landing pages) to improve UX and features.

**“Drive real results. Not fluff.” — experiments that prove impact**

* Run a small paid pilot with clear financials: ad spend → leads → conversion → revenue → calculate ROAS and CAC.
* Deliver a case study: problem, approach, results (numbers). This is far stronger than vague claims.
* Keep an experiments log (date, hypothesis, result, next step).

**30 / 60 / 90 day plan (if you land the role or go to interview)**

* **Day 1–30 (Audit & Quick Wins)**  
  • Audit existing analytics, ad accounts, and landing pages.  
  • Fix tracking & reporting issues.  
  • Launch 2–3 quick tests (creative & audience) to find immediate wins.  
  • Deliver a “quick wins” report.
* **Day 31–60 (Optimize & Scale)**  
  • Scale winning campaigns.  
  • Build automation & basic segmentation.  
  • Implement weekly reporting and dashboards.  
  • Start cross-functional projects with product/brand.
* **Day 61–90 (Expand & Automate)**  
  • Build advanced funnels and personalization.  
  • Optimize LTV & CAC (retention flows, referral programs).  
  • Deliver a 90-day performance review with recommendations for budget allocation.

**Resume / LinkedIn bullets — copy & paste templates**

* “Built and executed multi-channel digital campaigns (Meta + Google + Email) for [project/company]. Result: X leads at CPL $Y, CTR Z%.” *(replace X,Y,Z with your numbers)*
* “Implemented GA4 + Tag Manager + Meta Pixel to track conversion events, enabling data-driven optimisation and improving CVR by X%.”
* “Designed an automated email nurture sequence that increased MQL → SQL conversion by X%.”

**Quick list of tools to be fluent with**

* Ads: Google Ads, Meta Ads Manager
* Analytics & tracking: GA4, Google Tag Manager, Looker Studio
* Email & automation: Mailchimp, Klaviyo, HubSpot, ActiveCampaign
* CRO & feedback: Hotjar, basic landing page builders (Unbounce/Instapage)
* Reporting: Excel/Google Sheets + Looker Studio

**Final tips (practical & interview-ready)**

* Always bring numbers. Even small tests are credible proof.
* Show process: how you tested, what you learned, how you scaled winners.
* Use your coding/web skills: help engineers implement pixels, server-side tracking, and site speed improvements — that’s a differentiator.
* Keep a one-page “campaign case study” for interviews.

Perfect! You can earn a **free Meta (formerly Facebook) certificate** through **Meta’s official learning platform, Meta Blueprint**. Here’s a step-by-step guide to get started:

**Step 1: Create a Meta Blueprint account**

1. Go to [Meta Blueprint](https://www.facebook.com/business/learn).
2. Click **Sign Up** or **Log In** using your Facebook account.

**Step 2: Browse courses**

* Explore free courses on topics like:
  + Meta Ads (Facebook & Instagram)
  + Social Media Marketing
  + Content Creation
  + Business Tools

**Step 3: Take the learning paths**

* Meta offers structured **learning paths** for roles like:
  + Digital Marketing Associate
  + Media Buying Professional
  + Creative Strategy
* You can take these courses **at your own pace**.

**Step 4: Take the assessment**

* After completing a course or learning path, you can **take the exam** online.
* Passing the exam earns you a **free Meta certificate**.

**Step 5: Share your certificate**

* You can **download or share your certificate** on LinkedIn, CV, or other professional platforms.

If you want, I can **list the best free Meta Blueprint courses to start with** so you can earn your certificate quickly. Do you want me to do that?