* Managing the account right from account acquisition, to overlooking project deliverables as per schedule, monitoring project costs, profitability, managing cost escalations
* Planning & Developing Strategies for key accounts, should lead with ability to work autonomously to strategically plan
* Develop, implement, and optimize online marketing campaigns for corporate brand and ecommerce initiatives
* Track performance relative to targets and refine to optimize results
* Recommend and manage full year media campaign calendar and appropriate marketing tactics
* Must be able to think out of the box, willingness to learn & must be detail oriented
* Undertake market and competitor research and analysis
* Prepare search engine audit documents on client websites and make recommendations
* Suggest ideal Information Architecture (IA) / Silo Structure and identify content gaps and potential opportunities for sites that are going to be redesigned
* Keep up-to-date with search engine technology, methods, tools and news by reading relevant industry publications.
* Write end of month progress reports for both in-house use as well as client documents.
* Prepare search engine ranking and traffic reports to assess areas of potential improvement. Monitor, track, and report, websites traffic including trend analysis using site analytics solutions such as Google Analytics.
* Communicating with clients through both written communication, conference calls and meetings

Keyskills:

*SEM / PPC*Social Media Marketing Digital Marketing *Google AdwordsGoogle Analytics*

* Digital Marketing Experience, including SEM/PPC & Social Media Marketing, interactive or Ecommerce experience.
* Agency or corporate experience in building interactive media campaigns, including website usability and design, website analytics, banner ads, contextual ads, blogs, social networking, viral, and non-traditional techniques.
* Excellent strategic marketing, brand marketing and integrated marketing skills.
* Excellent planning, analytical, conceptual and organizational skills.
* Ability to prioritize and manage changing requirements and short timelines, as well as multiple overlapping projects simultaneously.
* Strong written and oral communication skills.
* Self-motivated, with a well-developed ability to grasp assignments and execute them from inception to completion.
* Strong MS Office skills esp. in Excel, Word & Power point.

Tools and equipment to be used, but not limited to: 

* SEO Tools
* Google Analytics
* Google Adwords
* Major Analytics Tools and Processes

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| * Develop and implement digital and online marketing strategies with a focus on Social Media (Face book, Twitter, Google) and E-mail campaigns, Blogs, Content Marketing etc. * Responsible for Companies Websites Management, Promotion and Web Analytics .Interacting with the team of Graphic/website designers/Development/ IT for ensuring qualitative web presence. * Good knowledge of SEO & SMO tools and Google analytics. * Manage the day-to-day SEM activities across multiple search engines (Google, Yahoo, MSN, Bing, etc.) including the campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns. Working over on-page & off-page optimization strategies to achieve high rankings in search engine results pages & increase relevant organic traffic. * Co-ordination with other department Heads/Manager toward evolving, execution and monitoring of Organizations marketing goals, objectives to be achieved through online and digital marketing mediums. * Co-ordination with different property portal s for new updates. * MIS/Database management to support both sales and marketing. |
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* **Paid Search Marketing** - Advanced PPC campaign management, keyword and bids setup, creative ad copy, A/B testing, Landing page design and optimization of campaigns
* **Display Marketing**  - Management and optimization of Display Marketing and Remarketing campaigns including setting up of Remarketing Lists.
* **Social Media Marketing** - Posting social media updates, growing followers, fan interaction, social media profile creation, social media ads on Facebook.
* Tracking and measuring performance of campaigns, Analyzing and creating reports
* **Content Writing** – Writing Product Description. Word press blog setup and optimal configuration
* **Organic Search Marketing** – Active contribution in Planning and implementing SEO strategies, keyword research, full website optimization, off page strategies and quality link building