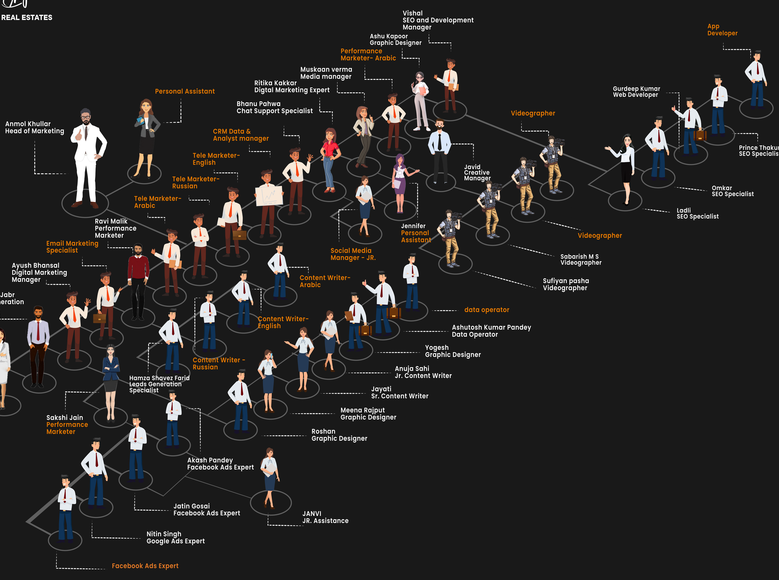
HJ REAL ESTATES



Anmol Khullar
Head of Marketing
akhullar@hjrealestates.com
542783559

To lead the marketing department by developing and executing strategic campaigns, enhancing the brand's presence, and achieving set goals for lead quality and conversion rates. Maintain strong communication with external partners, support company objectives, and bring the Founder's vision to reality.

Bhanu Pahwa
Support Specialist
bhanupahwa@hjrealestates.com
529123898/529232140

To provide exceptional customer support and assist in lead qualification through chat interactions and lead allotment.

Daily Tasks:
- Respond to customer inquiries via chat promptly and professionally.
- Qualify leads based on predefined criteria.
- Escalate complex issues to the appropriate team members.

Weekly Tasks:
- Review chat transcripts for quality assurance.
- Provide feedback to the lead gen team on common customer queries and issues.
- Stay updated on product knowledge and company policies.

Best Practices:
- Maintain a friendly and helpful demeanor in all interactions.
- Ensure accurate information is provided to customers.
- Utilize chat support tools effectively.

Ravi Malik
Performance Marketer
ravimalik@hjrealestates.com

To develope and optimize UAE and Internation al marketing campaigns for maximum performance and ROI.

Daily Tasks:
- Create and monitor the performance of active campaigns.
- Adjust bidding strategies and targeting settings as needed.
- Analyze data to identify trends and insights.

Weekly Tasks:
- Conduct A/B tests to optimize ad creatives and landing pages.
- Report on campaign performance and provide recommendations for improvement.
- Collaborate with the creative team to develop high-performing ads.

Best Practices:
- Use data-driven approaches to optimize campaigns.
- Stay updated with platform changes and new features.
- Focus on achieving key performance indicators (KPIs).

Elham
Creative Director
ilham@hjrealestates.com
971555524848

To create and maintain a strong, cohesive brand identity across all marketing materials and platforms.

Daily Tasks:
- Develop and design creative assets that align with the brand's vision and guidelines.
- Collaborate with the marketing team to ensure visual consistency across all campaigns.
- Review and approve design work to ensure it meets brand standards.

Weekly Tasks:
- Conduct brainstorming sessions with the creative team to generate new ideas and concepts.
- Update and refine brand guidelines as needed.
- Stay updated with design trends and incorporate them into the brand's creative strategy.

Best Practices:
- Ensure all creative outputs are consistent with the brand identity and messaging.
- Maintain high standards of creativity and innovation.
- Foster a collaborative environment within the creative team.

Ayush Bhansal
Digital Marketing Manager
ayushbansal@hjrealestates.com
919540409058

To oversee and manage all digital marketing efforts and team operations in India, ensuring alignment with the overall marketing strategy. Serve as the primary point of contact for the Head of Marketing, providing comprehensive reports and updates on all digital marketing activities.

Daily Tasks:
- Monitor digital marketing campaigns across various platforms to ensure optimal performance.
- Coordinate with different teams to ensure cohesive and effective campaign execution.
- Track, analyze, and report on key metrics and KPIs to identify areas of improvement.

Weekly Tasks:
- Analyze campaign performance, making data-driven adjustments to enhance effectiveness.
- Conduct thorough competitor analysis to maintain a competitive edge in the market.
- Compile and submit detailed reports to the management, outlining key insights and recommendations.

Best Practices:
- Employ a data-driven approach to manage and optimize digital marketing efforts.
- Ensure all digital marketing activities align with the overall brand strategy and company objectives.
- Foster strong communication and collaboration within the team to streamline operations and enhance productivity.
- Maintain a comprehensive understanding of all ongoing marketing activities and serve as the go-to person for india operations.

Anuja Sahi
Jr. Content Writer
content2@hjrealestates.com
918178424946

To create compelling content that engages and informs the target audience.

Daily Tasks:
- Write and edit content ad copies, blogs, social media, and marketing materials.
- Conduct research to ensure content accuracy and relevance.

Weekly Tasks:
- Plan content calendars in collaboration with the marketing team.
- Analyze content performance and adjust strategies accordingly.
- Stay updated with industry trends and topics.

Best Practices:
- Ensure all content is SEO-optimized.
- Maintain a consistent and engaging writing style.
- Use credible sources and provide value to the audience.

Jayati
Sr. Content Writer
CONTENT@hjrealestates.com
919205439466

To create compelling content that engages and informs the target audience.

Daily Tasks:
- Write and edit content ad copies, blogs, social media, and marketing materials.
- Conduct research to ensure content accuracy and relevance.

Weekly Tasks:
- Plan content calendars in collaboration with the marketing team.
- Analyze content performance and adjust strategies accordingly.
- Stay updated with industry trends and topics.

Best Practices:
- Ensure all content is SEO-optimized.
- Maintain a consistent and engaging writing style.
- Use credible sources and provide value to the audience.

Nitin Singh
Google Ads Expert
goggle.ads@hjrealestates.com
918446873524

To manage and optimize Google Ads campaigns for maximum ROI.

Daily Tasks:
- Monitor and adjust Google Ads campaigns.
- Track performance metrics and report on key insights.
- Conduct keyword research and refine targeting.

Weekly Tasks:
- Perform A/B testing on ad creatives and landing pages.
- Analyze campaign performance and make data-driven adjustments.
- Stay updated with Google Ads best practices and algorithm changes.

Best Practices:
- Use data-driven strategies to optimize ad performance.
- Ensure ads align with overall marketing goals and strategies.
- Continuously test and refine ad elements for improvement.

Muskaan verma
Media manager
muskaan.verma@hjrealestates.com
565479631/9779468645

To manage the entire media team, influencer partnerships, and all related media activities.

Daily Tasks:
- Coordinate media buys and placements.
- Manage relationships with influencers and media partners.
- Track media performance

Weekly Tasks:
- Analyze media performance
- Stay updated with media buying trends and platforms.
- Provide reports on media spend

Best Practices:
- Optimize media spend for maximum ROI.
- Ensure media placements align with campaign goals.
- Use data-driven strategies for media planning and buying.

Sabarish M S
Videographer
sab@hjrealestates.com
529121145/559505535

To produce high-quality video content for marketing and branding purposes.

Daily Tasks:
- Shoot and edit video content for various platforms.
- Collaborate with the marketing team on video projects.
- Ensure videos align with brand guidelines and messaging.

Weekly Tasks:
- Plan and storyboard upcoming video projects.
- Review and refine video content based on feedback.
- Stay updated with video production trends and tools.

Best Practices:
- Maintain high standards of video production quality.
- Use creative storytelling to engage the audience.
- Ensure videos are optimized for different platforms.

Sulaiman Jabr
Leads Generation Specialist
sulaiman.j@hjrealestates.com
525317547/503168573

To generate high-quality leads that align with the company's target Arabic audience.

Daily Tasks:
- Monitor and optimize lead generation campaigns.
- Track and manage leads using CRM tools.
- Report on lead generation performance and adjust strategies as needed.

Weekly Tasks:
- Analyze campaign performance and identify areas for improvement.
- Collaborate with the sales team for feedback on lead quality.
- Research new lead generation opportunities and trends.

Best Practices:
- Use A/B testing to optimize lead generation efforts.
- Ensure lead data is accurate and up to date.
- Continuously refine targeting criteria based on performance data.

Hamza Shavez Farid
Leads Generation Specialist
hamza.shavez@gmail.com
525319012

To generate high-quality UAE and International leads that align with the company's target audience.

Daily Tasks:
- Monitor and optimize lead generation campaigns.
- Track and manage leads using CRM tools.
- Report on lead generation performance and adjust strategies as needed.

Weekly Tasks:
- Analyze campaign performance and identify areas for improvement.
- Collaborate with the sales team for feedback on lead quality.
- Research new lead generation opportunities and trends.

Best Practices:
- Use A/B testing to optimize lead generation efforts.
- Ensure lead data is accurate and up to date.
- Continuously refine targeting criteria based on performance data.

Vishal
SEO and Development Manager
it@hjrealestates.com
917550764626

To enhance the website's organic search rankings and oversee all web and app development tasks, ensuring seamless integration of SEO best practices and optimal performance.

Daily Tasks:
- Conduct thorough keyword research and optimize website content accordingly.
- Monitor website performance, swiftly addressing any technical SEO issues.
- Collaborate closely with the content team to ensure adherence to SEO best practices.
- Oversee ongoing web and app development projects, ensuring they align with SEO objectives.

Weekly Tasks:
- Perform comprehensive technical SEO audits and implement necessary improvements.
- Review and update website and app content for optimal SEO performance.
- Track and analyze SEO performance metrics, compiling detailed reports on findings.
- Coordinate with the development team to ensure all updates and changes support overall SEO goals.

Best Practices:
- Stay informed about the latest SEO algorithm changes, trends, and best practices.
- Ensure all web and app development tasks are aligned with Timelines
- Utilize advanced analytics tools to monitor and enhance website and app performance.
- Foster a collaborative environment between SEO, content, and development teams to ensure seamless project execution.
- Continuously seek innovative solutions to improve both search engine rankings and user

Ritika Kakkar
Diligital Marketing Expert
dm@hjrealestates.com
918766348896

To enhance brand presence and engagement on social media platforms and manage Meta (Facebook and Instagram) ads for maximum ROI.

Daily Tasks:
- Schedule and publish posts on social media platforms.
- Engage with followers by responding to comments and messages.
- Monitor social media performance metrics.
- Manage and optimize Meta ads campaigns.

Weekly Tasks:
- Plan and create content calendars.
- Analyze social media and Meta ads performance and adjust strategies accordingly.
- Experiment with new content formats and trends.
- Conduct A/B testing on Meta ads to improve performance.

Best Practices:
- Maintain a consistent brand voice across all platforms.
- Use social media and Meta analytics to guide strategy.
- Stay updated with social media and Meta ads trends and best practices.

Meena Rajput
Graphic Designer
graphic@hjrealestates.com
917701973571

To enhance brand presence and engagement on social media platforms and manage Meta (Facebook and Instagram) ads for maximum ROI.

Daily Tasks:
- Schedule and publish posts on social media platforms.
- Engage with followers by responding to comments and messages.
- Monitor social media performance metrics.
- Manage and optimize Meta ads campaigns.

Weekly Tasks:
- Plan and create content calendars.
- Analyze social media and Meta ads performance and adjust strategies accordingly.
- Experiment with new content formats and trends.
- Conduct A/B testing on Meta ads to improve performance.

Best Practices:
- Maintain a consistent brand voice across all platforms.
- Use social media and Meta analytics to guide strategy.
- Stay updated with social media and Meta ads trends and best practices.

Roshan
Graphic Designer
graphic3@hjrealestates.com
918588939950

To enhance brand presence and engagement on social media platforms and manage Meta (Facebook and Instagram) ads for maximum ROI.

Daily Tasks:
- Schedule and publish posts on social media platforms.
- Engage with followers by responding to comments and messages.
- Monitor social media performance metrics.
- Manage and optimize Meta ads campaigns.

Weekly Tasks:
- Plan and create content calendars.
- Analyze social media and Meta ads performance and adjust strategies accordingly.
- Experiment with new content formats and trends.
- Conduct A/B testing on Meta ads to improve performance.

Best Practices:
- Maintain a consistent brand voice across all platforms.
- Use social media and Meta analytics to guide strategy.
- Stay updated with social media and Meta ads trends and best practices.

Gurdeep Kumar
Web Developer
web@hjrealestates.com
918198185957

To develop and maintain the company website, ensuring optimal performance and user experience.

Daily Tasks:
- Monitor website performance and uptime.
- Address any technical issues or bugs.
- Collaborate with the SEO and content teams for updates and improvements.

Weekly Tasks:
- Implement new website features and functionalities.
- Perform regular site audits to ensure optimal performance.
- Stay updated with web development trends and technologies.

Best Practices:
- Ensure the website is user-friendly and mobile-responsive.
- Optimize website speed and performance.
- Follow best practices in web development and security.

Ashutosh Kumar Pandey
Data Operator
data@hjrealestates.com
917272003464

To manage and maintain accurate data for marketing and lead generation purposes.

Daily Tasks:
- Input and update data in CRM and marketing databases.
- Ensure data accuracy and completeness.
- Assist with data analysis and reporting.

Weekly Tasks:
- Conduct data audits to identify and correct errors.
- Collaborate with the marketing team to provide data insights.
- Stay updated with data management best practices.

Best Practices:
- Maintain high standards of data accuracy and integrity.
- Use data management tools effectively.
- Ensure compliance with data protection regulations.

JANVI
JR. Assistance : (Akash and JATIN)
hj@realestates.com
1234567890

To manage and optimize Facebook Ads campaigns for maximum ROI.

Daily Tasks:
- Monitor and adjust Facebook Ads campaigns.
- Track performance metrics and report on key insights.

Weekly Tasks:
- Perform A/B testing on ad creatives and landing pages.
- Analyze campaign performance and make data-driven adjustments.
- Stay updated with Google Ads best practices and algorithm changes

Best Practices:
- Use data-driven strategies to optimize ad performance.
- Ensure ads align with overall marketing goals and strategies.
- Continuously test and refine ad elements for improvement.

Jatin Gosai
Facebook & LinkedIn Ads Expert
facebook.ads@hjrealestates.com
918595741221

To manage and optimize Google Ads campaigns for maximum ROI.

Daily Tasks:
- Monitor and adjust Google Ads campaigns.
- Track performance metrics and report on key insights.
- Conduct keyword research and refine targeting.

Weekly Tasks:
- Perform A/B testing on ad creatives and landing pages.
- Analyze campaign performance and make data-driven adjustments.
- Stay updated with Google Ads best practices and algorithm changes.

Best Practices:
- Use data-driven strategies to optimize ad performance.
- Ensure ads align with overall marketing goals and strategies.
- Continuously test and refine ad elements for improvement.

Ashu Kapoor
Graphic Designer
ashu.kapoor@hjrealestates.com+542
793547/559330538

To create visually appealing and effective graphic designs for office-related materials, ensuring consistent branding and communication.

Responsibilities:
- Design office-related materials (e.g., presentations, reports, flyers, internal communications).
- Ensure all designs adhere to the company's branding guidelines.
- Collaborate with different departments to understand their design needs.
- Manage multiple design projects simultaneously and meet deadlines.
- Stay updated with the latest design trends and software.

Daily Tasks:
- Review design requests and prioritize tasks.
- Create and edit graphic designs based on requirements.
- Collaborate with team members to gather feedback and make necessary revisions.
- Manage and organize design files.
- Stay updated on design software and tools.

Tools:
- Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Microsoft Office Suite (PowerPoint, Word).
- Design collaboration tools (e.g., Figma, Canva).

KPIs:
•Number of completed design projects.
•Timeliness of project completion.
•Quality and creativity of designs.
•Adherence to brand guidelines.

Sakshi Jain
Performance Marketer
@hjrealestates.com

To plan, execute, and optimize performance marketing campaigns targeting the Indian region to drive engagement, leads, and conversions.

Responsibilities:

Develop and manage performance marketing campaigns across various channels (e.g., Google Ads, Facebook Ads, linkedin ads).
Analyze campaign performance and optimize for better ROI.
Conduct market research to identify trends and opportunities.
Collaborate with the content and design teams to create effective ad creatives.
Monitor budget and spend efficiency.

Daily Tasks:
- Plan and execute performance marketing campaigns.
- Monitor campaign performance and adjust strategies as needed.
- Analyze data to identify areas for improvement.
- Collaborate with team members to ensure cohesive campaign execution.
- Prepare and present performance reports.

Tools:
- Google Ads.
- Facebook Ads Manager.
- LinkedIn Business Manager
- Analytics tools (e.g., Google Analytics).
- A/B testing tools.

KPIs:
•ROI on marketing spend.
•Conversion rate.
•Cost per acquisition (CPA).
•Click-through rate (CTR).

Jennifer
Personal Assistant to Muskaan
@hjrealestates.com

To assist Muskaan in her daily tasks and ensure smooth communication and coordination within the marketing team.

Responsibilities:
- Manage Muskan's schedule and appointments.
- Handle communication between the marketing team
- Coordinate and follow up on tasks and updates within the team.
- Assist with administrative tasks as needed.
- Maintain confidentiality and professionalism.

Daily Tasks:
- Review and manage Muskan's calendar.
- Communicate with team members regarding updates and tasks.
- Follow up on pending tasks and deadlines.
- Prepare meeting agendas and take notes.
- Assist with any other tasks assigned by Muskan.

Tools:
- Email and calendar management tools (e.g., Outlook, Google Calendar).
- Project management tools (e.g., Teamwork, Asana).
- Communication tools (e.g., Slack, Microsoft Teams).

KPIs:
•Timeliness in task completion.
•Efficiency in communication.
•Satisfaction of Muskan and team members.

Yogesh
Graphic Designer
graphic2@hjrealestates.com
919990073532

To create visually compelling designs for marketing materials and campaigns targeting the Indian market.

Responsibilities:
- Design marketing materials (e.g., banners, social media posts, ads) for the Indian market.
- Ensure designs align with the company's branding and marketing strategies.
- Collaborate with the marketing team to understand design requirements.
- Manage multiple design projects and meet deadlines.
- Stay updated with the latest design trends and tools.

Daily Tasks:
- Review design briefs and prioritize tasks.
- Create and edit graphic designs based on requirements.
- Collab crate with team members to gather feedback and make necessary revisions.
- Manage and organize design files.
- Stay updated on design software and tools.

Tools:
•Adobe Creative Suite (Photoshop, Illustrator, InDesign).
•Design collaboration tools (e.g., Figma, Canva).

KPIs:
•Number of completed design projects.
•Timeliness of project completion.
•Quality and creativity of designs.
•Adherence to brand guidelines.

Javid
Creative Manager
javid.rnt@hjrealestates.com
542793310/583881196

To manage the videography team and oversee social media management, ensuring high-quality content production and effective social media strategies.

Daily Tasks:
- Supervise the videography team in producing high-quality video content.
- Oversee social media content creation and scheduling.

Weekly Tasks:
- Plan and storyboard upcoming video projects.
- Analyze social media and video content performance, and adjust strategies accordingly.
- Collaborate with the performance marketers to align content with marketing goals.

Best Practices:
- Maintain high standards of video production quality.
- Use creative storytelling to engage the audience.
- Ensure social media strategies are up-to-date and effective.

YET TO BE HIRED
Telemarketer
@hjrealestates.com
1234567890

To generate and qualify leads through outbound calls, enhancing customer relationships and driving sales.

Responsibilities:

- Make outbound calls to potential and existing clients.
- Identify customer needs and provide product/service information.
- Qualify leads and schedule appointments for the sales team.
- Maintain accurate and detailed records of calls and customer information.
- Follow up on leads and conduct timely callbacks.

Daily Tasks:
- Review and update call lists.
- Make a predetermined number of calls.
- Log call outcomes and update CRM with relevant information.
- Follow up on previous calls.
- Attend team meetings and training sessions.

Tools:
•CRM software (e.g., Salesforce, HubSpot).
•VoIP and telephony systems.
•Lead generation platforms.

KPIs:
•Number of calls made.
•Lead conversion rate.
•Appointment setting rate.
•Customer feedback and satisfaction.

YET TO BE HIRED
App Developer (Flutter)
@hjrealestates.com
1234567890

To design, develop, and maintain cross-platform mobile applications using Flutter for HJ Real Estates, enhancing user experience and supporting business objectives.

Responsibilities:

- Develop custom mobile applications for HJ Real Estates using Flutter.
- Collaborate with designers, marketing, and other stakeholders to define app features and requirements.
- Test and debug applications to ensure optimal functionality and user experience.
- Update and improve exis ting applications based on user feedback and technological advancements.
- Ensure applications meet quality standards and performance metrics.
- Stay updated with the latest industry trends and Flutter technologies.

Daily Tasks:

- Write and test Flutter code for mobile applications.
- Participate in planning and design meetings to discuss app features and improvements.
- Debug and troubleshoot issues within Flutter applications.
- Conduct code reviews and provide feedback to peers.
- Update and maintain documentation related to app development and features.
- Stay informed about new Flutter technologies and integrate them as needed.

Tools:

Flutter and Dart SDK.
Integrated Development Environments (IDEs) such as Android Studio or Visual Studio Code.
Version control systems (e.g., Git).
Continuous Integration/Continuous Deployment (CI/CD) tools (e.g., Codemagic, GitHub Actions).
Testing tools (e.g., Flutter Test, integration_test).
KPIs:

Number of features developed and deployed.
- Bug resolution time.
- App performance metrics (e.g., load time, responsiveness).
- User feedback and ratings.
- Adoption rate and user retention.

Workflow:

Planning:

- Collaborate with stakeholders to understand the requirements and objectives of the app.
- Create a project timeline and define milestones.

Design:

- Work with designers to create wireframes and mockups.
- Ensure the app design aligns with the company's branding and user experience standards.

Development:

- Write clean, maintainable Flutter code.
- Implement app features based on design specifications.
- Conduct unit and integration tests to ensure code quality.

Testing:

- Perform thorough testing to identify and fix bugs.
- Conduct performance testing to ensure the app runs smoothly on various devices.

Deployment:

- Prepare the app for release on relevant app stores (Google Play Store, Apple App Store).
- Work with the marketing team to plan the app launch and promotion.

Maintenance:

- Monitor app performance and user feedback.
- Release updates to fix bugs and add new features.
- Ensure the app stays compatible with new OS versions and devices.

Best Practices:

- Follow Flutter and Dart coding standards and best practices to ensure code quality.
- Regularly update knowledge on new tools, frameworks, and best practices in Flutter development.

Akash Pandey
Facebook Ads Expert
facebook.ads2@hjrealestates.com
918433635406

To manage and optimize Google Ads campaigns for maximum ROI.

Daily Tasks:
- Monitor and adjust Google Ads campaigns.
- Track performance metrics and report on key insights.
- Conduct keyword research and refine targeting.

Weekly Tasks:
- Perform A/B testing on ad creatives and landing pages.
- Analyze campaign performance and make data-driven adjustments.
- Stay updated with Google Ads best practices and algorithm changes.

Best Practices:
- Use data-driven strategies to optimize ad performance.
- Ensure ads align with overall marketing goals and strategies.
- Continuously test and refine ad elements for improvement.

Sufiyan pasha
Videographer
sufiyanpasha686@gmail.com
56414396/8805065451l

To produce high-quality video content for marketing and branding purposes.

Daily Tasks:
- Shoot and edit video content for various platforms.
- Collaborate with the marketing team on video projects.
- Ensure videos align with brand guidelines and messaging.

Weekly Tasks:
- Plan and storyboard upcoming video projects.
- Review and refine video content based on feedback.
- Stay updated with video production trends and tools.

Best Practices:
- Maintain high standards of video production quality.
- Use creative storytelling to engage the audience.
- Ensure videos are optimized for different platforms.

Ladli
SEO Executive
offpage2@hjrealestates.com
918896982804

To improve the search engine rankings of the company's website and increase organic traffic through effective SEO strategies.

Responsibilities:
- Conduct keyword research and identify opportunities.
- Optimize on-page content for search engines.
- Monitor and report on website performance.
- Stay updated with the latest SEO trends and algorithm changes.
- Collaborate with the content team to ensure SEO best practices.

Daily Tasks:
- Conduct keyword research and update target keywords.
- Optimize web pages for on-page SEO.
- Monitor website performance using SEO tools.
- Stay informed about the latest SEO trends and best practices.
- Prepare and present SEO performance reports.

Tools:
•SEO tools (e.g., Google Analytics, SEO Tool Adda).
•Keyword research tools (e.g., Google Keyword Planner).
•Content management systems (CMS).

KPIs:
•Organic traffic growth.
•Keyword rankings.
•On-page optimization score.
•Conversion rate from organic traffic.

Omkar
SEO Executive
offpage3@hjrealestates.com
919354042280

To improve the search engine rankings of the company's website and increase organic traffic through effective SEO strategies.

Responsibilities:
- Conduct keyword research and identify opportunities.
- Optimize on-page content for search engines.
- Monitor and report on website performance.
- Stay updated with the latest SEO trends and algorithm changes.
- Collaborate with the content team to ensure SEO best practices.

Daily Tasks:
- Conduct keyword research and update target keywords.
- Optimize web pages for on-page SEO.
- Monitor website performance using SEO tools.
- Stay informed about the latest SEO trends and best practices.
- Prepare and present SEO performance reports.

Tools:
SEO tools (e.g., Google Analytics, SEO Tool Adda).
Keyword research tools (e.g., Google Keyword Planner).
Content management systems (CMS).

KPIs:
Organic traffic growth.
Keyword rankings.
On-page optimization score.
Conversion rate from organic traffic.

Prince Thakur
SEO Specialist
offpage@hjrealestates.com
918910356330

To lead and implement advanced SEO strategies to enhance the company's online visibility and drive organic traffic growth.

Responsibilities:
- Develop and execute comprehensive SEO strategies.
- Conduct advanced keyword research and competitive analysis.
- Optimize website structure and content for search engines.
- Monitor and analyze SEO performance and provide actionable insights.
- Stay updated with the latest SEO trends and algorithm changes.

Daily Tasks:
- Develop and implement advanced SEO strategies.
- Conduct in-depth keyword research and competitive analysis.
- Optimize website architecture and on-page elements.
- Monitor and analyze SEO performance using advanced tools.
- Provide guidance and technical support to SEO executives.
- Prepare and present detailed SEO performance reports.

Tools:
•SEO tools (e.g., Seo tool adda).
•Analytics tools (e.g., Google Analytics).
•Content management systems (CMS).

KPIs:
•Organic traffic growth.
•Keyword rankings.
•Conversion rate from organic traffic.

YET TO BE HIRED
Performance Marketing (Arabic)
@gmail.com

To plan, execute, and optimize performance marketing campaigns targeting the Arabic-speaking market to drive engagement, leads, and conversions.

Responsibilities:
- Develop and manage performance marketing campaigns across various channels (e.g., Tiktok Ads, Facebook Ads, Snapchat Ads) targeting Arabic-speaking audiences.
- Analyze campaign performance and optimize for better ROI.
- Conduct market research to identify trends and opportunities within the Arabic market.
- Collaborate with the content and design teams to create effective ad creatives in Arabic.
- Monitor budget and spend efficiency.

Daily Tasks:
- Plan and execute performance marketing campaigns.
- Monitor campaign performance and adjust strategies as needed.
- Analyze data to identify areas for improvement.
- Collaborate with team members to ensure cohesive campaign execution.
- Prepare and present performance reports.

Tools:
•TikTok Ads Manager
•Facebook Ads Manager.
•Snapchat Ads Manager
•Analytics tools (e.g., Google Analytics).
•A/B testing tools.

KPIs:
•ROI on marketing spend.
•Conversion rate.
•Cost per acquisition (CPA).
•Click-through rate (CTR).
•Engagement from Arabic-speaking audiences.

YET TO BE HIRED
Email Marketer
@hjrealestates.com
1234567890

To effectively plan, create, and execute email marketing campaigns to drive engagement, nurture leads, and convert prospects.

Responsibilities:

- Develop and implement email marketing strategies.
- Create engaging and relevant email content.
- Segment email lists based on user behavior and demographics.
- Analyze campaign performance and optimize for better results.
- Ensure emails follow industry policies and best practices.

Daily Tasks:

- Check and respond to emails.
- Plan email campaigns and timelines.
- Create email content, including copy and design.
- Schedule and send emails.
- Monitor email deliverability and performance metrics.
- Analyze campaign data and report findings.
- Collaborate with the content and design team for effective email campaigns.

Tools:
•Email marketing platforms (e.g., Mailchimp, HubSpot, etc.).
•Analytics tools (e.g., Google Analytics).
•Design tools (e.g., Canva, Adobe Creative Suite).

KPIs:
•Open rates.
•Click-through rates.
•Conversion rates.
•Unsubscribe rates.

YET TO BE HIRED
CRM & Data Manager
@hjrealestates.com
1234567890

To manage and maintain the CRM system, ensuring data accuracy and providing insights for strategic decisions.

Responsibilities:

- Oversee and manage the CRM system.
- Ensure data accuracy and integrity.
- Analyze data to provide actionable insights.
- Train team members on CRM usage.
- Implement and maintain data management policies.

Daily Tasks:

- Monitor CRM for data accuracy and completeness.
- Conduct regular data audits.
- Generate and distribute reports to relevant stakeholders.
- Provide support and training to CRM users
- Work with IT to resolve any CRM issues.

Tools:
•CRM software.
•Data analytics tools (Tableau, Power BI, Looker Studio).
•Database management systems.

KPIs:
•Data accuracy rate.
•User adoption rate.
•Number of data-related issues resolved.
•Report generation time.

YET TO BE HIRED
Social Media Manager Jr.
@hjrealestates.com
1234567890

To support the social media strategy by posting and managing content, engaging with followers, and monitoring performance.

Responsibilities:

- Create and schedule social media posts.
- Engage with followers and respond to comments/messages.
- Monitor social media performance metrics.
- Conduct social media research and trend analysis.
- Assist in developing social media campaigns.

Daily Tasks:

- Check social media accounts for new interactions.
- Create and schedule content.
- Engage with the community by responding to comments and messages.
- Monitor and report on social media performance.
- Stay updated on social media trends and news.

Tools:
•Social media management tools (e.g., Hootsuite, Buffer).
•Analytics tools (e.g., Google Analytics, Socialbakers).
•Design tools (e.g., Canva, Adobe Creative Suite).

KPIs:
•Engagement rate.
•Follower growth.
•Reach and impressions.
•Content performance.