**Job Title:** Digital Marketing Specialist

**Location:** [City, State] / Remote

**Job Type:** Full-Time / Part-Time / Contract

**Job Summary:**

We are seeking a **Digital Marketing Specialist** to develop and implement online marketing strategies that drive brand awareness, lead generation, and customer engagement. The ideal candidate is creative, data-driven, and experienced in managing digital campaigns across multiple platforms.

**Key Responsibilities:**

* Develop, execute, and optimize digital marketing campaigns across channels like social media, email, SEO, PPC, and content marketing.
* Manage and grow social media presence on platforms such as Facebook, Instagram, LinkedIn, and Twitter.
* Plan and execute paid advertising campaigns (Google Ads, Facebook Ads, LinkedIn Ads, etc.).
* Conduct keyword research and implement SEO strategies to improve organic traffic.
* Analyze website traffic, user behavior, and campaign performance using tools like Google Analytics.
* Create engaging content for blogs, emails, social media, and ads.
* Develop and manage email marketing campaigns, including segmentation and automation.
* Monitor trends, competitor activities, and emerging technologies in digital marketing.
* Collaborate with designers, developers, and content creators to enhance digital assets.

**Requirements:**

* Bachelor's degree in Marketing, Business, Communications, or a related field.
* 1-3+ years of experience in digital marketing or a related role.
* Strong knowledge of SEO, SEM, PPC, and social media marketing.
* Experience with digital marketing tools (Google Analytics, Google Ads, Facebook Business Manager, etc.).
* Excellent written and verbal communication skills.
* Ability to analyze data, generate reports, and make data-driven decisions.
* Strong creativity and problem-solving skills.

**Preferred Qualifications:**

* Certification in Google Ads, HubSpot, or Facebook Blueprint is a plus.
* Experience with CRM and email marketing platforms (e.g., HubSpot, Mailchimp).
* Basic knowledge of graphic design or video editing tools.