

DIGITAL MARKETING ANALYST

Full Time | Immediate Start | Work From Home

JOB DESCRIPTION

Analyze the company's digital marketing performance and propose actionable strategies to improve digital marketing performance and maximize returns. Should possess a data-driven mindset and be skilled at interpreting data and turning it into actionable insights.

RESPONSIBILITIES

- Conduct competitor analysis and study market trends to develop digital marketing strategies to achieve specific business objectives.
- Analyze, and optimize the performance of search, social, content to display across conversion funnels to boost customer engagement and conversions, lower cost of customer acquisition, and increase customer life-time value (LTV).
- Suggest recommendations for business performance improvement.
- Work closely with in-house teams through scheduling regularly meetings to go through reports and provide actionable insights.
- Set up a tracking mechanism (e.g. event and conversion tracking) on the website and other digital assets such as mobile apps.
- Training will be provided.

REQUIREMENTS

1-2 years experience using Google Analytics, Facebook Analytics, Search Console and other web analytics platforms.

Skills:

- Digital Marketing Analytics
- Digital Marketing Strategy
- Social Media Advertising
- Social Media Analytics
- Google Ads & Analytics

Below skills would be an added advantage

- Paid Media Advertising
- Paid Media Strategy
- Pay Per Click (PPC)
- Youtube Advertising
- Youtube Marketing

Please email your CV to careers@tutopiya.com

