

Candidate profile – Digital Media & Communication Strategist

Job title	Digital Media & Communication Strategist
Qualification	<ul style="list-style-type: none"> • MBA or PGDM with specialization in Communication Management or Marketing or Digital Marketing or PG Diploma in Communication Management from reputed institute. • Certification in digital marketing and social media paid promotions is essential requirement.
Work experience & critical skills required	<ul style="list-style-type: none"> • 5-7 years’ experience in Digital Marketing & social media account handling. • Conceptualization, strategies formulation, execution & analytics of digital media project for reputed clients. • Digital Media Planning, Media Buying and Execution of digital media campaigns. • Knowledge of Digital marketing and social media analytics tools. • Adaptive to agile work culture. • Excellent communication skill – Verbal and Written. • Client relationship and management.
Industry	Digital media/marketing, branding and advertising agency
Location	Ahmedabad, Gujarat
Remuneration	Best in industry

Role description –

1. Overall responsible for ideation to execution of digital media campaign of brand/clients.
2. Meeting and liasoning with client to discuss and identify their digital media promotion/ branding / campaign requirements.
3. To devise digital media campaign and strategies that meets the client's brief and budget.
4. Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
5. Presentation of the campaign ideas and budget to the client. Negotiating with clients about the details of campaigns.
6. Presenting creative work to clients for approval or modification.
7. Handling budgets, managing campaign costs and invoicing clients.
8. Collaborate with internal teams to create landing pages on website and optimize user experience.
9. Monitoring the effectiveness of campaigns and update work progress to client on periodic basis along with report submission.
10. Measure and report on the performance of digital marketing campaigns, gain insight, optimize spends and assess against goals.
11. Marketing research and analytics such as new development, recent trends, competition analysis etc.
12. Build strategic relationships and partner with key industry players, agencies and vendors.
13. Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
14. Manage online reputation of client.

Company profile-

www.nascentinfo.com

Contact-

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