

<https://careeriva.com/job/digital-marketing-specialist/>

Digital Marketing Specialist

Description

We are hiring a Digital Marketing Specialist to develop and manage online marketing campaigns across multiple channels. The ideal candidate should have experience with SEO, social media marketing, Google Ads, content creation, and analytics.

Responsibilities

- Plan, execute, and optimize digital marketing campaigns.
- Manage social media profiles and create engaging content.
- Conduct keyword research and implement SEO strategies.
- Run Google Ads and Facebook Ads campaigns.
- Analyze performance data and prepare weekly/monthly reports.
- Collaborate with content creators and designers.

Requirements:

- 1–3 years of digital marketing experience.
- Knowledge of SEO tools (Ahrefs, SEMrush, Moz).
- Experience with Google Analytics and Ads Manager.
- Strong communication and copywriting skills.
- Ability to work independently and manage multiple projects.

Hiring organization

Careeriva

Employment Type

Full-time, Part-time

Date posted

November 17, 2025