



<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