



<https://www.rootsegypt.com/job/media-buyer-social-media-specialist-2/>

Media buyer & Social media specialist

Description

- Create campaigns across the digital landscape social media, Google Ads, YouTube, LinkedIn, Twitter, Snapchat, and Email to generate qualified leads
- Perform A/B testing & ROI optimization
- Daily Campaign Optimization based on Analysis of Campaign Performance, including Bid/Budget
- Management and Landing Page Analysis
- Monitor campaign objectives and spending and evaluating campaign performance: reach, engagement, Lead Generation, etc
- Continuous improvement by proactively assessing the latest digital practices and methodology.
- Monitor and administer web analytics dashboards, reports, and essential reporting tools, and point out key areas of importance in accordance to venture goals.
- Hit Growth Targets •Extensive reporting & data analysis based on metrics that matter using Google Analytics and Yandex Metrica
- Excellent communication and negotiation skills •Organizational and multitasking abilities
- Attention to detail
- Critical thinking skills

Qualifications

- Minimum 2 years of experience
- previous experience in digital marketing agencies.

Hiring organization

Roots Management Consultants on
Behalf of Customer

Employment Type

Full-time

Job Location

cairo

Date posted

September 8, 2022