

Social Media Optimization and Marketing Specialist

Description

Bit & Byte Lab is actively seeking a skilled and creative Social Media Optimization and Marketing Specialist to elevate our online presence. The ideal candidate will have a proven track record of successful social media campaigns, a deep understanding of various platforms, and a passion for driving engagement.

Responsibilities

Develop and execute effective social media marketing strategies.
Optimize social media profiles for maximum visibility and engagement.
Create and curate compelling content for various platforms.
Monitor and analyze social media performance metrics.
Stay up-to-date with industry trends and best practices.
Collaborate with cross-functional teams to align social media efforts with overall marketing goals.

Qualifications

Proven experience in social media optimization and marketing.
Strong understanding of social media platforms and their algorithms.
Excellent written and verbal communication skills.
Creativity and a keen eye for visual aesthetics.
Familiarity with social media management tools.

Hiring organization

Bit & Byte Lab

Employment Type

Full-time

Duration of employment

1-6 Month

Industry

IT

Job Location

St # 3, Hussaini Road, Alam Chowk, Gujranwala, 52250, Gujranwala, Punjab, Pakistan

Working Hours

9:00 AM to 6:00 PM

Base Salary

10000

Date posted

December 27, 2023

Valid through

01.02.2024