



<https://bitandbytelab.com/job/social-media-optimization-and-marketing-specialist/>

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

PKR 10000 - PKR 80000

Date posted

December 27, 2023

Valid through

01.02.2024