

Marketing Manager

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Company: Alp Consulting Ltd.

Location: Madha

Category: other-general

Responsibilities:

Developing strategies and tactics to boost Scitara's brand and generate leads to fill the top of the funnel.

Deploy successful marketing campaigns and own their implementation from ideation to execution

Produce valuable and engaging content that attracts and converts our target groups

Analyze customer behavior and adjust campaigns accordingly

Management of all creative resources including designers, writers, and other agency personnel

Interact with content specialists, graphic designers and internal team members to create and review all content & ensure consistent message

Measure and report on the performance of marketing campaigns, gain insight and assess against goals

Drive a variety of organic and paid acquisition channels such as content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis

Build strategic relationships and partner with key industry subject matter experts, agencies, and vendors.

Experience:

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