

## **Digital Marketing Strategist**

- Develop and manage digital marketing campaigns for Mighty Jaxx and subsidiary brand websites
- Continually test PPC ads to achieve lower cost per result, increase CTR etc.
- Track and analyse website traffic flow and e-commerce performance to provide regular internal reports
- Attain KPIs such as reducing website bounce rate, increasing dwell time, improving conversion
- Continually work on SEO
- Plan and propose digital marketing budget and spending based on projected sales revenue

## **Job Requirements**

- Bachelor degree in Marketing
- Min. 2 years hands-on experience in developing digital marketing campaigns
- Experience managing PPC and SEO programmes
- Strong understanding of current online marketing concepts, trends, and strategies
- Experienced in managing ads for various social media platforms such as Facebook, Instagram, Youtube

If you're already on the edge of your seat, get in touch with your folio and CV at [admin@mightyjaxx.com](mailto:admin@mightyjaxx.com)