

Marketing Coordinator

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Company: Parrolabs

Location: Bogotá

Category: other-general

Parrolabs is a Nearshoring company located in Medellín, Colombia. We provide top developers to US clients, mostly startups, to help them fast-track critical development projects.

Working at Parrolabs means you will always work on the best international projects with opportunities to switch from time to time and to continue developing your profession.

Description

As Marketing Coordinator, you will be responsible for providing guidance to our marketing department by evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating marketing plans to stakeholders, and creating awareness and positioning of our company's brands.

Responsibilities

Develop digital marketing strategies with the aim of increasing the online visibility of websites (SEM). Implement marketing campaigns that guarantee success and own their implementation from conception to execution. Experiment with a wide variety of organic and paid acquisition channels, such as content creation, content curation, pay-per-click campaigns, event management, advertising, social media, lead generation campaigns, creative writing, and content analysis. Generate valuable and attractive content for our website and blog capable of attracting and converting our target groups. Build strategic relationships and partner with key industry,, agencies and vendors. Prepare and monitor the marketing budget quarterly and annually and allocate funds in an intelligent way. Monitor and approve marketing material, from website banners to print brochures and case studies. Measure and report on

the performance of marketing campaigns, obtain information and perform evaluations against objectives. Analyze consumer behavior and adjust marketing and email campaigns as needed. Skills

Advanced English Level (B2+) Generation of SEO and SEM strategies. Understanding of Social Media Advertising such as on Meta (Facebook, Instagram), LinkedIn and Youtube. Experience and knowledge in webflow creation. Knowledge of website analysis tools such as Google Analytics, HotJar. Excellent communication skills, both written and verbal. Ability to lead groups and be decisive. Time management and organization to meet required deadlines. Ability to recognize trends and stay ahead of them. Ability to learn new Marketing Technologies quickly and efficiently. Knowledge of internet marketing campaigns, including SEO. What We offer

Market competitive salary based on experience International Business Environment & Clients Opportunities for training (technical and professional) Working Remotely with colleagues from all over Latin America Choose Parrolabs as your partner for unmatched digital services that fuel growth and achievements.

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