

# Colombia Jobs Expertini®

## SEO Expert

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Company: Snaphunt

Location: Colombia

Category: business-and-financial-operations

### The Offer

Opportunity within a company with a solid track record of performance

Flexible working options

Opportunity to make a positive impact

### The Job

#### You will be responsible for :

Working closely with the business to create an effective content marketing strategy and editorial plan in line with business objectives.

Developing and executing content marketing campaigns to drive traffic, engagement, leads, sales and customer retention.

Developing and managing the editorial calendar to ensure deadlines are met.

Generating engaging content for thought leadership pieces, websites, social platforms and marketing collateral.

Managing relationships with external marketing agencies.

Ensuring consistency of brand voice, style and tone across all content.

Planning and executing CRM, marketing automation and lifecycle marketing

initiatives.

Using customer insights to construct effective CRM campaigns.

Measuring, monitoring and analysing effectiveness of email marketing activities against goals (ROI & KPIs).

Working on app store optimisation.

Regularly monitoring user analytics and using these insights to drive strategies to secure downloads and improve customer engagement.

Leading digital strategy and innovation through the development and implementation of comprehensive digital marketing and ecommerce programs in line with business priorities.

Developing and managing the editorial calendar.

## **The Profile**

You have at least 1 year experience ideally in Content Marketing or SEO / SEM within Internet and IT industry.

You have the ability to develop engaging content for a wide range of audiences.

You are a creative marketing professional, preferably with a strong content creation and writing background.

Experience within would be a strong advantage.

You are a strong networker & relationship builder

You enjoy finding creative solutions to problems

You are a strong team player who can manage multiple stakeholders

## **The Employer**

Our client is a dynamic company that offers a wide range of digital services to clients all over the world.

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**Cross References and Citations:**

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