



Ebony Holdings (Pvt) Ltd.



DIGITAL MARKETING EXECUTIVE

LOCATION - DEHIWALA

UNLOCK YOUR POTENTIAL - JOIN THE REVOLUTION TODAY!

DO YOU THRIVE IN A DYNAMIC ENVIRONMENT?

JOIN OUR TEAM AS A DIGITAL MARKETING EXECUTIVE AND MAKE YOUR MARK!

Key Roles

- Develop and execute a digital marketing strategy in line with overall business objectives
- Manage and execute all aspects of digital marketing including social media, display advertising, affiliate marketing, content marketing SEM, SEO and email marketing
- Create and optimize digital content (text, image, and video) for website and social media platforms
- Collaborate with the creative team to plan and execute photo shoots for product and model campaigns, ensuring that brand guidelines are adhered to while also bringing creative and innovative ideas to the table
- Work with external agencies to ensure the brand's message is consistent and integrated across all channels
- Develop and manage digital advertising campaigns to ensure maximum ROI
- Monitor website analytics, provide insight into customer behavior and make recommendations for improvements
- Manage email /SMS campaigns and customer database to ensure regular communication and engagement with customers
- Collaborate with cross-functional teams to ensure consistent messaging across all channels
- Stay up-to-date with industry trends and make recommendations for new and innovative digital marketing strategies
- Regularly report on digital marketing performance to the management team.

Requirements

- Bachelor's degree in Marketing, Business Management, Digital Marketing or certification in related field
- At least 2-3 years of experience in digital marketing, preferably in the fashion retail industry
- Strong project management skills and experience working with external agencies
- Experience with website analytics tools (e.g. Google Analytics) and ability to provide insight and Recommendations based on data analysis
- Excellent communication skills, both verbal and written
- Experience in graphic designing and video editing using industry-standard software, such as Adobe Creative Suite will be advantages
- Passionate about digital marketing and keeping up-to-date with industry trends

Why Join Us?

- Embrace a proactive role in fostering positive change within our dynamic fashion environment.
- Collaborate with fellow team members to influence the trajectory of our operations.
- Competitive compensation and growth opportunities are available for the ideal candidate.

VANTAGE™ | LUXURE™ | EBONY™

Send your CV to hr@ebonyholdings.com