

## Digital Marketing Executive

### Description

At Conduct Exam Technologies LLP we are looking for the Digital Marketing Executive to fit in our team.

The Digital Marketing Executive Expert needs to manage all SEO and digital marketing activities of our company products. If you're excited to be part of a winning team, Conduct Exam Technologies LLP is a great place to work and grow your career.

### Responsibilities

- Social Posting
- Blog, Guest Post, Article writing and publishing
- Manage all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks
- Manage all SEM campaigns, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns on Google, Yahoo and Bing in order to maximize ROI
- Monitor daily performance metrics to understand SEO strategy performance
- Update content and website links for maximum optimization and search engine rankings
- A solid grasp of how blogging, press releases, social media, and related strategies go hand-in-hand with SEO
- Perform ongoing keyword discovery, expansion and optimization, speed optimization, and related skills
- Keep an up-to-date, working knowledge of current, past, and projected trends in the Digital Marketing industry

### Skills

- Proven Digital Marketing Executive with SEO experience
- Experience with Google and Bing's services, including Analytics and Webmaster Tools, Google's Keyword Tool
- A functional understanding of HTML and CSS, experience with SEO industry programs, such as Google Analytics or Adobe Analytics
- Knowledge of keyword research and data mining tools Excellent written and verbal communication skills (email, phone, etc.)
- Comfortable analyzing high volumes of data on a daily basis
- Familiarity with WordPress or other content management systems
- Up-to-date with the latest trends and best practices in SEO and SEM
- A deep understanding of mobile strategy and how it relates to SEO

### Hiring organization

Conduct Exam Technologies LLP

### Position

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### Employment Type

Full-time

### Experience

1 – 3 years

### Proficiency

On Page SEO, Off Page SEO & SMO, Meta tag creation, Alt tags, Header tags, content optimization, sitemap creation, Blog creation and updation

### Job Location

RK House, 1 Ram Vihar Society, Near Backbone Medicity, B/H Twin Star, Nana Mava Chowk, 150 Feet Ring Road, 360002, Rajkot, Gujarat, India

### Date Posted

April 27, 2024