

Marketing Digital Executive

Requirements:

- Master's degree or specialization in Digital Marketing
- Bilingual in English and Spanish
- Proven experience in managing brands in Digital Campaigns, minimum of 3 years (SEO and SEM strategies on Google Ads, advertising on YouTube and Websites, Facebook, Twitter, LinkedIn, Email Campaigns, SMS, and others)
- Excellent planning, creation, and implementation of digital marketing strategies on various platforms
- Experience in creating Reports and Analysis of Campaign Metrics

We offer:

- Job stability.
- Opportunity for growth and development.
- All benefits established by law.
- Working day from Monday to Friday and Saturday noon.
- Hybrid work.

Tasks to do:

- Create and optimize assigned advertising campaigns by generating strategies with reach projections according to different audiences
- Manage ads on Google Ads, social networks, email campaigns, SMS, and others
- Main KPIs will be measured by the quality of ads and conversions/cost

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