



Digital Marketing Specialist

WHAT YOU CAN EXPECT FROM US:

- Contract of stable, long-term employment and cooperation
- Attractive salary
- Direct contact with foreign clients
- Various, interesting projects in many new technologies
- Working in a multicultural team of young, open-minded people
- Access to Udemy - educational training platform
- Integrational meetings and parties - friendly atmosphere and comfortable working conditions in a modern office in the Centre of Lublin
- Additional benefits: medical care, insurance, multisport and others

YOUR RESPONSIBILITIES:

- Identify, execute, and optimize digital and offline marketing campaigns to efficiently acquire new customers
- Perform day to day operational tasks for optimizing strategies
- Utilize data to optimize existing campaigns, efficiently create new promotions,
- Analyze key metrics daily, identify trends and execute a test to improve the target kpi
- Optimize seo, email and affiliate marketing, social media conversion, and sem
- Drive growth and both: convert visitors into customers

OUR REQUIREMENTS:

- Bachelor's degree
- Experience building account-based marketing programs for a b2b sales organization
- Familiar with digital marketing channels, different attribution models, and b2b marketing programs
- Familiar with ecommerce business models and marketplaces
- Proven ability to develop and execute marketing strategy across channels
- Customer relationship management marketing skills (e.g. Salesforce)

Profil firmy:

Branża IT;

Outsourcing zautomatyzowanego zestawu rozwiązań służących do analizy, optymalizacji wizualnej i przetwarzania plików graficznych. Dostarczanie kompleksowych rozwiązań z użyciem technologii z dziedziny Artificial Intelligence i Machine Learning oferowanych w modelu SaaS

Prosimy o nadsyłanie CV na adres e-mail: biuro@ai4creative.com.

CV powinno zawierać zgodę na przetwarzanie danych osobowych do celów rekrutacji zgodnych z RODO.