

Boundless Technologies

<https://www.boundlesstech.net/blogs/job/digital-media-marketer/>

Digital Media Marketer

Description

We're seeking a highly organized and creative Digital Media Marketer to support our online presence across multiple digital and social media platforms.

Responsibilities

- Develop, implement, and manage digital marketing strategies across platforms (Google, Facebook, Instagram, LinkedIn, YouTube, etc.)
- Create and manage paid ad campaigns (Google Ads, Facebook Ads, etc.)
- Analyze and report on campaign performance, making recommendations for improvements
- Monitor and grow online presence and engagement through SEO, SEM, email marketing, and social media
- Manage content calendars and coordinate with the design and content teams for asset creation
- Conduct market research and stay updated with the latest digital marketing trends and technologies
- Collaborate with cross-functional teams to align marketing strategies with overall business objectives
- Track KPIs such as CTR, CPC, ROI, engagement rate, and conversions

Skills

- **Digital Marketing Knowledge:** Strong understanding of various digital marketing channels, strategies, and techniques.
- **Analytical Skills:** Ability to analyze data, identify trends, and make data-driven decisions.
- **Communication Skills:** Excellent written and verbal communication skills for creating engaging content and collaborating with others.
- **Creative Thinking:** Ability to develop innovative and engaging marketing campaigns.
- **Technical Skills:** Proficiency in using various digital marketing tools, including social media management platforms, analytics software, and email marketing platforms.
- **Project Management:** Ability to manage multiple projects simultaneously, set deadlines, and track progress.

Qualifications

- Bachelor's degree in Marketing, Communications, Business, or a related field
- 2+ years of experience in digital marketing or a related role
- Strong understanding of current online marketing concepts, strategy, and best practices
- Experience with marketing tools and platforms like Google Analytics, Meta Ads Manager, Google Ads, Mailchimp, SEMrush, etc.
- Proficient in SEO/SEM, email marketing, content marketing, and paid media campaigns
- Excellent communication, time management, and organizational skills
- Creative thinker with data-driven decision-making abilities

Hiring organization

Boundless Technologies

Employment Type

Full-time

Industry

Information Technology

Job Location

Office # 9, Ground Floor, Dashtiyar Pride, Block 13-D, Gulshan-e-Iqbal, Karachi-75400, Pakistan, 75400, Karachi, Sindh, Pakistan

Working Hours

09 : 00 to 06 : 00

Base Salary

PKR 75000 - PKR 95000

Date posted

May 20, 2025

Job Benefits

- Competitive salary with performance-based bonuses
- Professional development support (courses, certifications, workshops)
- Career growth opportunities within a growing company
- Friendly and collaborative team environment
- Access to latest digital marketing tools and platforms
- Recognition and rewards for outstanding performance

Contacts

Join Ignite & Infinite and be part of a creative team that values innovation and excellence. Apply today to contribute your design skills and grow with us!