

Digital Marketing Consultant

Responsibilities:

- Determining the most suitable business models for start-up businesses
- Developing suitable digital marketing strategies based on clients' business models
- Evaluating brands' target customers to identify the social media channels that would provide the best opportunities for customer engagement
- Calculating clients' return on ad spend (ROAS) and comparing it against industry averages
- Evaluating clients' marketing budgets and allocating spending on various marketing needs accordingly
- Assisting clients in launching new websites and apps
- Assessing clients' current digital marketing strategies and suggesting improvements accordingly
- Performing SEO audits to identify various issues impacting clients' search engine performance
- Identifying new opportunities to encourage customer engagement

Requirements:

- Bachelor's degree in Marketing, Communications, Business, or related field
- Google Analytics and AdWords certifications are advantageous
- Proven experience working as a Digital Marketing Consultant
- Sound knowledge of lead generation, digital marketing tools, social media platforms and SEO best practices
- The ability to analyze large amounts of data
- Strong analytical and problem-solving skills
- Outstanding organizational and time management skills
- Excellent project management skills
- Effective communication skills
- Exceptional customer service skills

Application Methods

- Email: hr@ricacorp.com
- Fax No.: 2891 1737
- Mail: B/F, Centre Point, 181-185 Gloucester Road, Wanchai, Hong Kong