

JOB DESCRIPTION: DIGITAL MARKETING INTERN

- Develops strong and innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic to company pages and generate interest in company products and services.
- Creates engaging written, graphic, and video content while staying up-to-date on latest marketing technologies and social media.
- Duration of Internship will be 02/04/06 months.
- Qualification of the candidates should be BBA/ B.COM /MBA
- It will be a paid internship (Variable).
- It will be Work from Home.

ROLES & RESPONSIBILITY –

- Managing PPC campaigns, monitoring reports, and ROI.
- Writing SEO copy for the website.
- Measuring the performance of campaigns through web analytics tools (Google Analytics, WebTrends, etc.).
- Managing and updating social media platforms.
- Keeping up-to-date with trends in social media.
- Creating innovative content.
- Overseeing the company's email marketing campaigns.
- Prepare and manage a digital marketing budget.
- Manage and improve online content, considering SEO and Google Analytics.
- Build an inbound marketing plan.
- Manage all digital marketing channels.
- Conducting in-depth research on industry-related topics in order to develop original content.
- Developing content for blogs, articles, product descriptions, social media, and the company website.
- Assisting the marketing team in developing content for advertising campaigns.
- Proofreading content for errors and inconsistencies.
- Editing and polishing existing content to improve readability.
- Conducting keyword research and using SEO best practices to increase traffic to the company website.

- Running company social media advertising campaigns.
- Building a social media presence by maintaining a solid online presence.
- Building brand awareness by engaging relevant influencers.
- Generate new leads using email marketing, social media, and other relevant marketing channels to meet the sales target.

SKILLS –

- Good understanding of the latest marketing trends and techniques
- Familiarity with all Social Media platforms
- Excellent verbal and written communication skills
- Understanding of SEO techniques and best practices
- Good Interpersonal Skills