

SOCIAL MEDIA CONTENT EMAIL MARKETING COORDINATOR

Ημ/νια:15/6/16 Μέσο: DAILY FAX Σελίδα: 4

KOOLFLY- the leading e-commerce fashion site in Greece is hiring:

SOCIAL MEDIA, CONTENT & EMAIL MARKETING COORDINATOR !

RESPONSIBILITIES:

- Develop a distinct online presence through multiple social media channels
- Evaluate and adopt emerging technologies and new social media trends
- Create and dispatch e-mail marketing campaigns
- Collaborate with Merchandising team to promote specific brands or products
- Create exciting landing pages and personalized marketing content
- Develop strategies to increase number of visitors by SEM optimization
- Collaborate with agencies and other vendor partners
- Create an extensive affiliate marketing network and monitor performance
- Monitor Pay Per Click campaigns and optimize accordingly
- Measure and report all performance against documented goals (ROI and KPIs)

REQUIREMENTS:

- Bachelor's degree in marketing or a related field
- 2-3 years experience in digital marketing, preferably for the fashion retail industry
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Excellent tracking of KPI's and reporting skills
- Solid knowledge of website analytics tools
- Experience in paid search advertising and SEO
- Experience with A/B test towards conversion rate improvement
- Knowledge of brand building with most common social media channels
- Fluent English speaker, with excellent written English.
- Additional languages and working knowledge of HTML and CSS will be considered an asset

Αποστολή των βιογραφικών στο careers@koolfly.com