



**Position:** SEO Specialist and Digital Marketing Manager

**Experience Required:** 10+ Years

**Job brief:**

We are looking for an SEO/SEM expert to manage all search engine optimization and marketing activities. You will also be responsible for:

- Managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks.
- Managing all SEM campaigns on Google in order to maximize ROI.
- Develop, implement, track and optimize our digital marketing campaigns across all digital channels including LinkedIn and Twitter.
- Lead integrated digital marketing campaigns from concept to execution working closely with the marketing team to launch campaigns on time and on budget.

**Responsibility:**

- Plan and execute all digital marketing initiatives, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Execute campaigns, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Perform ongoing keyword discovery, expansion and optimization
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Research and implement search engine optimization recommendations
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Develop and implement link building strategy
- Optimize copy and landing pages for search engine marketing
- Research and analyze competitor advertising links
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords

**Required Skills:**

- Proven SEO experience
- Proven SEM experience managing PPC campaigns across Google, Yahoo and Bing.
- Proven working experience in digital marketing
- Experience in setting up and optimizing Google Adwords campaigns
- Solid understanding of performance marketing, conversion, and online customer acquisition



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- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience with A/B and multivariate experiments
- Up-to-date with the latest trends and best practices in SEO and SEM
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Knowledge of ranking factors and search engine algorithms
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Strong analytical skills and data-driven thinking
- Experience with bid management tools (e.g., Click Equations, Marin, Kenshoo, Search Ignite)