

Argentina Jobs Expertini®

Social Media Marketing Specialist

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Company: Digital Resource

Location: Argentina

Category: other-general

Are you passionate about social media marketing and ready to take your skills to the next level? We are seeking a talented and dynamic Social Media Strategist to join our team at Digital Resource, a leading digital marketing agency based in West Palm Beach, FL. As a strategist in our Social Media Team, you'll have the opportunity to work on exciting projects for a diverse range of clients, crafting captivating campaigns that generate real results. At Digital Resource, we pride ourselves on creating customized internet marketing strategies that boost search engine rankings, build social followings, and ultimately convert leads into revenue. If you're a creative, highly organized individual with exceptional caption writing skills, adept at graphic design, and possess outstanding time management abilities, we want to hear from you! Responsibilities : Collaborate with the Social Media Marketing Manager to develop and implement effective digital marketing strategies for our clients. Utilize your strong command of written English to craft compelling captions, engaging posts, and persuasive calls to action. Manage and maintain multiple social media accounts concurrently, ensuring consistent brand voice and identity across platforms. Curate, source, edit, publish, and share engaging content that resonates with the target audience. Leverage your graphic design expertise to create visually appealing social media assets using tools such as Canva, Photoshop, Adobe Illustrator, and other photo editing software. Stay up-to-date with social media trends, algorithms, and best practices, and incorporate them into campaign strategies. Monitor and analyze social media data and metrics to identify trends, track campaign performance, and make data-driven recommendations for optimization. Foster community engagement and effectively manage interactions with followers, responding to

comments, messages, and inquiries in a timely and professional manner. Thrive in a fast-paced environment, managing multiple projects simultaneously, while maintaining a keen eye for detail and meeting deadlines. Collaborate with team members, providing valuable input, and maintaining effective working relationships. Create and manage social media ad campaigns via Boosted Ads. Requirements : 2-3 years of experience as a graphic designer and copywriter. Exceptional written and verbal communication skills in English. Proven ability to manage and oversee multiple social media accounts effectively. Proficiency in sourcing, generating, editing, publishing, and sharing captivating content. Basic knowledge of Photoshop, Adobe Illustrator, or similar photo editing software. Strong multitasking abilities, meticulous attention to detail, and excellent time management skills. Thrive in a fast-paced environment, adapting to changing priorities and maintaining productivity. Experience building and running Boosted Ads. Experience with Cloud Campaign or Hootsuite preferred. Experience with Facebook Ads Manager is a plus. Highly organized, with the ability to prioritize tasks and meet deadlines consistently. Application : If you're ready to join our engaging digital marketing team and take your social media marketing skills to new heights, we'd love to hear from you! Please provide links to 2-3 social media profiles that you manage, along with links to your design and writing portfolios. Note : Only applications with the requested links will be considered. Apply now and join our team of forward-thinking marketing experts today! Powered by JazzHR

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