

## SEO Expert

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Company: Liss Solutions

Location: Ecuador

Category: business-and-financial-operations

Liss Solutions is a dynamic company that offers a wide range of digital services to clients all over the world. Our team of skilled professionals is dedicated to providing top-quality services in web design and development, software design and development, social media management, graphic design, virtual assistance, and data entry. We pride ourselves on our ability to work collaboratively with our clients to create custom solutions that meet their specific needs and exceed their expectations. With years of experience in the industry, we have the knowledge and expertise to help our clients achieve their goals and grow their businesses. At Liss Solutions, we are committed to delivering outstanding results and building long-lasting relationships with our clients. Contact us today to learn more about how we can help you achieve your digital goals.

### **The Role**

#### **You will be responsible for :**

Working closely with the business to create an effective content marketing strategy and editorial plan in line with business objectives.

Developing and executing content marketing campaigns to drive traffic, engagement, leads, sales and customer retention.

Developing and managing the editorial calendar to ensure deadlines are met.

Generating engaging content for thought leadership pieces, websites, social platforms and marketing collateral.

Managing relationships with external marketing agencies.

Ensuring consistency of brand voice, style and tone across all content.

Planning and executing CRM, marketing automation and lifecycle marketing initiatives.

Using customer insights to construct effective CRM campaigns.

Measuring, monitoring and analysing effectiveness of email marketing activities against goals (ROI & KPIs).

Working on app store optimisation.

Regularly monitoring user analytics and using these insights to drive strategies to secure downloads and improve customer engagement.

Leading digital strategy and innovation through the development and implementation of comprehensive digital marketing and ecommerce programs in line with business priorities.

Developing and managing the editorial calendar.

### **Ideal Profile**

You have at least 1 year experience ideally in Content Marketing or SEO / SEM within Internet and IT industry.

You have the ability to develop engaging content for a wide range of audiences.

You are a creative marketing professional, preferably with a strong content creation and writing background.

Experience within would be a strong advantage.

You are a strong networker & relationship builder

You enjoy finding creative solutions to problems

You are a strong team player who can manage multiple stakeholders

## What's on Offer?

Opportunity within a company with a solid track record of performance

Flexible working options

Opportunity to make a positive impact

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