

# Digital Strategy Officer

*We are looking for a digital marketing expert who will create, deploy and analyse digital advertising and social campaigns for one of the most exciting Fintech products in India.*

 *Chennai, India*

*3 years work experience*

## Responsibilities

1. To develop dashboards based on business KPIs on platforms like Google Analytics, Mixpanel, and Firebase.
2. Deriving insights based on app usage, social platforms and user feedback.
3. Day-to-day SEO content writing, editing and proofing.
4. Respond to users on social media; Liaison with technical team to improve app UI and UX by providing vital app usage analytics and social media insights.
5. Coordinating Social Media Campaigns across multiple platforms: Facebook, Twitter, Google+, Pinterest and Instagram.
6. Plan, deploy and analyse our advertising campaigns on Google AdWords and Facebook ads.

## Skills Required

1. Excellent english language writing skills.
2. Expertise and work experience managing mobile applications on Google Analytics.
3. Work experience with mobile usage analytics platforms like Mixpanel or Firebase.
4. Expertise and work experience managing Facebook ad campaigns.
5. Expertise and work experience managing Google Adword campaigns.