

SEO SPECIALIST

(GOOGLE ANALYTICS, GOOGLE ADS, DIGITAL MARKETING)

RIF.: IT-093



DESCRIPTION

Are you passionate about SEO & Digital marketing? Do you hacking Google algorithm? Do you get excited about analyzing Google Analytics reporting? A World renowned company operating in digital marketing is looking for a pro-active, data-driven marketer for a SEO Specialist position.

QUALIFICATIONS – EXPERIENCE - SKILLS

- Strong analytical skills
- 3-5 years experience doing SEO work for clients within an agency environment
- Proficient with keyword research/data mining tools and competitive analysis
- Technical knowledge of website architecture (HTML Markup, CSS, XML, Javascript)
- Certification and experience in Google Analytics. basic Knowledge of Google tag manager
- Experience with content management systems such as Wordpress, Joomla, and Magento
- Proficient with Google Drive, Microsoft Office, WordPress
- Basic experience with Google Ads and Display Advertising
- Ability to quickly pick up new skills and learn new tasks
- Proven track record of successful project management and multi-tasking skills with the ability to hit and exceed deadlines required
- Good communication skills, great & close attention to detail
- Fluent in Italian and English

MAIN TASKS & RESPONSIBILITIES

- You will Be Working on multiple client websites, suggesting/implementing changes in order to comply with Google's best practices
- Communicating via phone/email with customers on a regular basis
- Keeping up with the SEO & Google Analytics industry through blogs, publishers, competitive research, etc.
- Creating reports and inform the client of the value being provided
- Presenting your findings to the client in order to influence their onsite content strategy
- Checking out Google Analytics tracking and reports

LOCATION & JOB CONTRACT INFO

CH – Mendrisio District, 100% (full time) – Permanent Job Contract

Please send CV (with current photo) by e-mail to luca.frigerio@4uc.ch, showing the Ref. **IT-093**; as stated in the **EU Directive 2016/679 (GDPR)**, please clearly consent to the treatment and processing of personal data present in your CV, for the Personnel Research and Selection exclusively purposes. Please also be kindly informed **we will not be able to process your application without your explicit consent**; this consent may be revoked at any time by writing to: info@4uc.ch. Finally, we will get in touch with you by when your profile will match with the posted vacancy.