

Digital/eCommerce Marketing Specialist

Type: Full time employee

Responsibilities:

- Execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Collaborate with internal teams such as IT, R&D to create and optimize online user experience
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Requirements:

- Proven 1-3 years of working experience in digital marketing
- Life science industry experience/biotech knowledge is required
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Solid knowledge of website analytics tools (such as, Google Analytics, Moz, SEMRush, NetSuite)
- Strong analytical skills and data-driven thinking. Some statistics and modeling background is preferred.
- Hands-on experience with marketing analytics is strongly preferred
- Basic knowledge of HTML, SQL and CSS is preferred