



Digital Marketing Specialist

Cyber Security Business | Experience:2-5 Years



Key Skills:

Digital marketing, market research, content writing, SEO, SMO, SEM, online marketing, blog writing, social media marketing, blog creation. keyword research, Google analytics, Google webmaster, Google keyword planner, verbal & written skills



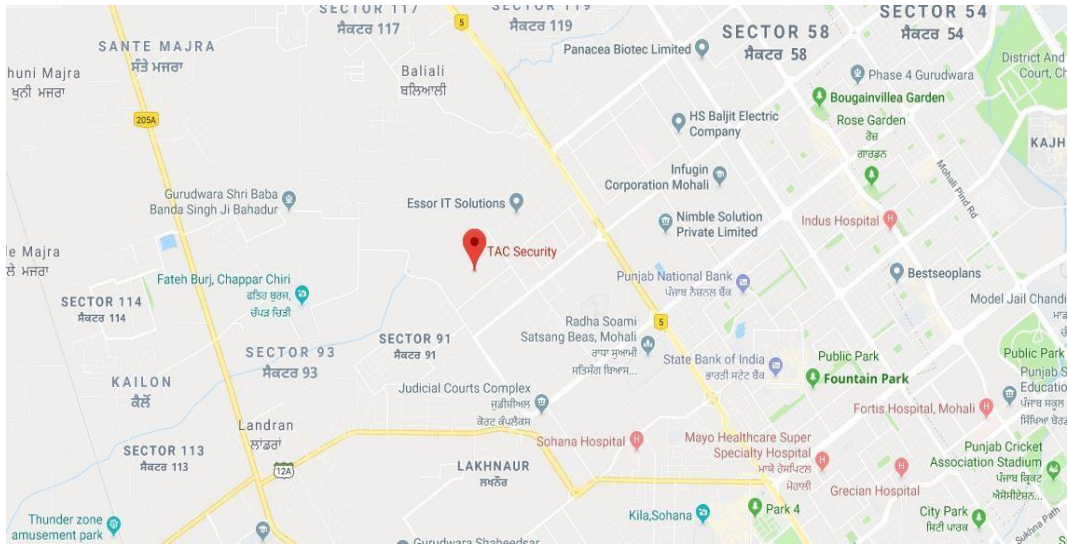
Key Responsibilities:

- To Prepare detailed strategy reports (Digital Marketing & SEO/SMO)
- Responsible for maintaining and writing contents for organization website and other social networking account.
- Planning publicity strategies and campaigns with effective content writing.
- To handle Search Engine promotions and paid marketing.
- Keyword research and mapping to existing and suggest new page.
- To review and analyze client sites for areas that can be improved and optimized.
- To develop link building strategies
- To create and execute E-mail marketing campaigns.
- To actively manage the website performance through Google analytics.
- To Manage GWMT and Google Analytics.
- To write wide variety of topics for multiple platforms (website, blogs, articles, social updates, banners, case studies, guides, white papers, etc.
- Designing, writing and/or producing presentations, press releases, articles, in-house journals, reports, publicity brochures, information for web sites and promotional videos.
- Seek opportunities for partnerships, sponsorships and advertising
- Developed and executed advertising campaigns designed to increase site visibility and traffic, including advertising, promotional and event-related, among visitors, customers and business partners.

Preferred Qualification:

- Btech, BCA, Bsc.IT/CS, MCA, MBA-IT,
- Certification course of Digital marketing, SEO/SMO.
- Excellent Interpersonal and verbal communication Skills.

Location:



- **Mohali, INDIA**

World Tech Tower, Plot C-203 4th Floor, Industrial Area, Sector 74, Sahibzada Ajit Singh Nagar, Punjab 160055

To learn more about TACSecurity, visit: www.TACSecurity.com

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About TAC Security

TAC Security is a leading and trusted cyber security consulting partner that specializes in securing the IT infrastructure and assets of the leading enterprises and governments globally.

TAC Security protects ₹1 Trillion transactions every year through its Artificial intelligence (AI) based Vulnerability Management Platform ESOF (Enterprise Security in One Framework)

