

## Cybiac Technologies – Programmatic Market Research

### **Designation:**

Digital Marketing Specialist

### **Job Profile/Description:**

- ✓ Setup campaigns on ad platform and constantly monitors the performance of the campaigns.
- ✓ Ensuring campaigns are targeted and optimized to get the best outcome of the campaign.
- ✓ Maintain partnerships with clients/vendors to understand and fulfil their objectives.
- ✓ Handling all the operational work related to the campaign and taking care of all the nitty gritty around it

### **Brownie Points for below skills:**

- ✓ Knowledge on analytical tools, seo, smm ad words, e-mail marketing, influencer marketing or any new marketing technique that even we are not aware of
- ✓ Thinking out of the box and having crazy product ideas
- ✓ Understanding the importance of user experience
- ✓ Any technical coding skills or MBA