

Marketing Virtual Assistant

- Supporting the marketing manager and marketing team with project organization.
- Performing administrative tasks to ensure the functionality of marketing activities.
- Employing online marketing analytics to gather information from the web and social media pages.
- Preparing promotional presentations and organizing promotional events.
- Composing and posting online content for the company's social media page and website.
- Writing marketing literature for company brochures and press releases.
- Building strong relationships with customers.
- Assisting the Sales and Marketing departments with campaigns and events
- Performing administrative tasks such as updating databases and spreadsheets
- Conducting market research and developing effective marketing strategies
- Creating engaging and SEO-friendly content for the company's website, social media pages, and for press releases.
- Coordinating with the Digital Marketing Manager to schedule all marketing activities
- Preparing and conducting surveys/questionnaires to gather consumer feedback
- Communicating with clients and affiliate partners
- Ensuring proper portrayal of brand's image and tone
- Conducting research on the latest market trends and keywords
- Drafting marketing emails
- Tracking the subscriber count
- Maintaining the company's all social media accounts
- Attending marketing events and training sessions
- Analyzing and tracking online marketing metrics