

[www.konusarakogren.com](http://www.konusarakogren.com) was established at ITU Core at 2009. We helped more than 24,000 people who wanted to learn and speak English.. If you want to join our success oriented team, apply now!

## Responsibilities

- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (Linkedin, Facebook etc.)
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness
- Be actively involved in SEO efforts (keyword, image optimization, backlink strategies etc.)
- Be actively involved in ASO efforts
- A/B & multivariate testing
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with media agencies and vendors

## Requirements

Good understanding of digital marketing concepts and best practices

Knowledge of B2C/B2B social media, Google Adwords and email campaigns and SEO/SEM

Good knowledge of web analytics tools (e.g. Google Analytics, WebTrends etc.)

Skills and experience in creative content writing

Analytical mindset and critical thinking

Excellent communication and interpersonal skills.

Location: Bahçelievler/Istanbul