



## Digital Marketing Specialist

**8.18 Consulting** is looking for a **Digital Marketing Specialist** on behalf of its partner **Stamina Sales and Outsourcing**. Stamina believes that strength is more important than speed in achieving success. The company specializes in trainings, services, and outsourcing, helping businesses optimize their processes. Stamina is the official partner of Pipedrive CRM, assisting companies in streamlining their sales efforts.

### Responsibilities:

- Plan and execute targeted digital marketing campaigns across various platforms.
- Create engaging content for social media, blogs, and email marketing.
- Analyze campaign performance and optimize strategies based on data.
- Manage Google Ads, Meta Business Suite, and Ads Manager.
- Develop effective paid advertising campaigns, especially on Facebook Ads and Google Ads.
- Collaborate with designers and content creators for brand consistency.
- Stay updated with the latest digital marketing trends and best practices.

### Requirements:

- Bachelor's degree in Marketing, Business Administration, or a related field.
- 3+ years of experience in digital marketing.
- Strong copywriting skills with a portfolio.
- Fluent in Armenian and English.
- Analytical mindset to assess social media campaign performance.
- Hands-on experience with Meta Business Suite, Ads Manager, and Google Ads.
- Experience with Email Marketing tools is a plus.

To apply, send your CV to [818specialedition@gmail.com](mailto:818specialedition@gmail.com)