



Resonance[®]
Educating for better tomorrow

PROFILE: DIGITAL MARKETING INTERNS

JOB DESCRIPTION / KEY RESPONSIBILITY AREAS (KRA'S)

- ▶ Conduct keyword research to identify opportunities for improving our website's search engine ranking.
- ▶ Optimize website content, including meta tags, headings, and page descriptions, to improve search engine visibility.
- ▶ Monitor and report on website traffic and search engine rankings.
- ▶ Assist in the development and execution of social media campaigns across various platforms, including Facebook, Twitter, LinkedIn, and Instagram.
- ▶ Create engaging social media content, including posts, images, and videos.
- ▶ Monitor and respond to social media comments and messages.
- ▶ Analyze social media performance and provide recommendations for improvement.
- ▶ Collaborate with other teams to develop and implement marketing campaigns.
- ▶ Stay up-to-date with the latest SEO and social media trends and best practices.

KEY PERFORMANCE INDICATORS (KPI'S)

- ▶ Monitor the website's Search Engine Ranking
- ▶ Track Social Media Engagement Matrix
- ▶ Create and track the no. of Social Media Post and other forms of content published
- ▶ Track the conversion rate of website and social media campaigns.

RESONANCE SUPPORT

- ▶ Healthy Working Environment.
- ▶ Training under experienced team leaders.