

# Turkey Jobs Expertini®

## Traffic Operation Specialist

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Company: Huawei Telekomünikasyon Dış Ticaret Ltd

Location: İstanbul

Category: other-general

### Core job Functions:

Supporting Marketing Manager for execution of marketing strategy and marketing plan

Increase the traffic to the website by effectively coordinating own channels

Proactive data analysis, audience analysis, optimization and reporting for related categories and channels

Creating test ideas on related channels

Monitoring KPIs for related channels

Ensure proper assets are run and tracked for all campaigns. Monitor timely delivery and execution of marketing assets

Collaborating closely with content creation team, to help them create the most effective ad creatives in a data driven way.

Supporting the SEO team on management of SEO processes of website

### Requirements

Bachelor's degree, at least 2 years relevant work experience

Basic understanding of marketing principles and practices

Good written and verbal communication skills in Turkish and English

Good at using of MS Office Tools

Data-driven and result-oriented especially experienced in tools like (e.g. Google Analytics, Adjust, Firebase)

Strong sense of analytical thinking, sales-minded and detail-oriented

Ability to perform well under pressure, adhere to deadlines

Time management skills with the ability to manage multiple projects at the same time with accuracy

Good team player with strong communication skills

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