



DIGITAL MARKETING EXPERT

"Easy Asset Management" is the largest non-banking financial institution on the Bulgarian market. For 14 years we have imposed high standards of work and professionalism in our attitudes towards our clients and partners. Thanks to the motivation, initiative and entrepreneurial spirit of our employees and experts, we are leader in provisioning of fast financial services. That is what we have today:

- Over 3,500 employees across the country;
- Over 180 offices where many people like you build their careers;
- Developed international markets in Romania, Ukraine, Poland and Macedonia.

Due to the expansion of our business, we are looking for an ambitious and responsible employee for the position Digital Marketing Expert

Duties and responsibilities:

- Manage digital marketing campaigns aligned with business goals;
- Managing PPC campaigns (Adwords, etc.);
- Analyzing market trends and recommending changes to online marketing and business development strategies;
- Analyzing data from Google Analytics and other relevant tools to track performance;
- Reporting on campaign performance;
- Suggest and implement direct marketing methods to increase profitability.

Our requirements:

- Minimum of 1-year experience in a digital marketing role;
- University degree, preferably higher education in Marketing/Economics;
- Excellent written and verbal communication skills in English;
- An advantage will be the proficiency in one of the following languages: Russian or Spanish;
- In-depth knowledge in MS Office is must;
- Able to work effectively both independently and in groups, and to collaborate effectively;
- Experience with Google Analytics, GTM etc.

Additional:

- Understanding of SEO optimization;
- Knowledge of Photoshop or Illustrator or Data Studio is an advantage;
- Experience in the field of Email Marketing, SMM, Affiliate Marketing;
- Experience with HTML ,CSS and other web related technologies.

We offer:

- Working in a leading non-banking financial institution in fast growing business;
- Career development opportunities;
- Continuous support and learning;
- Additional health insurance;
- Special discounts & offers (Multisport cards, Special event gift, etc.)

If you are interested in becoming part of our amazing team, please apply with CV in English to recruitment@easycredit.bg up to 19.11.2019. Confidentiality is guaranteed and the provided data are under the special protection according to the Personal Data Protection Act.