

Personal Branding Specialist

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Company: Bamboo Works

Location: Indonesia

Category: other-general

Join our team as a LinkedIn Personal Branding Specialist and play a pivotal role in elevating the online presence and personal brand of the CEO at our rapidly growing Amsterdam-based digital marketing agency. If you're an expert in marketing, LinkedIn strategies, and algorithm mastery, we want to hear from you.

The Role

Primary Tasks & Responsibilities:

Content Writing (Automated) with a focus on marketing-related content.

Write SEO-optimized blog content to boost online visibility.

Engagement with the audience to build a professional image and create authority.

Algorithm Optimization: Stay updated with LinkedIn algorithms and employ strategies for visibility.

Research trends and market developments to curate and share relevant content.

Ideal Profile

Requirements :

Marketing Understanding/Experience aligned with the agency's focus.

Demonstrated expertise in LinkedIn content creation and personal branding strategies.

Proven track record in building personal brands on LinkedIn.

Graphic Design (Plus): Some experience in graphic design would be advantageous.

Instagram Experience (Bonus): Experience with Instagram is a plus.

Objective and Success Metrics:

Achieve Growth in LinkedIn followers and engagement.

Increase visibility and authority on the platform.

Make a substantial impact on the client's personal brand.

Share valuable knowledge and content to ensure followers have a reason to engage.

What's on Offer?

Join a market leader within Media & Entertainment

Fantastic work culture

Opportunity within a company with a solid track record of performance

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