Job Title: Executive-Digital Marketing
Job Location: Bangalore (Hybrid)
Job Type: Full-time
Shift Timing: 09:30 Am to 06:00Pm
Key Responsibilities:
🎬 Develop marketing strategies that align with the organization's business goals
🎬 Proficiency in using various digital advertising platforms, including Facebook Ads, Instagram Ads, Google
Ads, LinkedIn Ads, and more.
🎬 Manage and execute campaigns across various digital channels, including email, social media, search
engines, and display advertising
🎬 Stay up-to-date with emerging digital marketing trends and technologies
🎬 Proficiency in creating various types of content, including blog posts, social media updates, videos, info
graphics, and more.
🎬 Expertise in managing social media platforms, including content planning, scheduling, engagement, and
paid advertising.
🎬 Proficient in marketing automation tools
🎬 Strong analytical skills to gather data from various sources (website analytics, social media insights, etc.)
and translate it into actionable insights for optimizing campaigns.
🎬 Strong written and verbal communication skills to effectively convey messages, engage with audiences,
and collaborate with team members.
Qualifications and Experience
• Bachelor / Master's degree in marketing, communications, or related field.
• 1+ years of experience in digital marketing or related field.
• Strong understanding of digital marketing channels, including SEO, PPC, social media, email marketing, and
display advertising.
• Eagerness to learn and adapt to new technologies.
Benefits:
🎬 Internet reimbursement
🎬 Competitive salary
🎬 Friendly and collaborative work environment.
🎬 Health and wellness benefits.
🎬 Flexible working hours (if applicable)