

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)