

Digital Marketing Executive

Description

We are looking for an experienced Digital Marketing Executive to assist in the planning, strategizing execution, and optimization of our client's digital campaigns.

- Proven experience as Digital Marketing Executive or similar role
- Excellent understanding of digital marketing concepts and best practices
- Experience with all major social media platforms, Google Adwords and email campaigns, and SEO/SEM
- Hands-on experience with SEO, SEM(Google Ads), SMM (Facebook/Instagram Ads), LinkedIn Campaign, Google Analytics, Google Search Console, and CRM software
- Skills and experience in creative content writing
- Analytical mindset and critical thinking
- Excellent communication and interpersonal skills

Responsibilities

- Build, plan and implement the overall digital marketing journey
- Manage the brand strategy
- Motivate the digital marketing team to achieve goals
- Manage and train the team members
- Stay up to date with the latest technology and best practices
- Manage all digital marketing channels/platforms
- Measure performance (ROI and KPIs)
- Prepare and manage a marketing budget
- Look after all the company's social media accounts
- Manage and improve online content, considering SEO and Google Analytics
- Build an inbound marketing plan & Forecast sales performance trends
- Monitor competition and provide suggestions for improvement

Skills

- Self-Driven/Quick Starter
- Ownership Mindset

Employment Type

Full-time

Job Location

Mumbai, Maharashtra, India
Remote work from: India

Base Salary

₹ 30000 - ₹ 45000

Education

Bachelor's degree or equivalent experience

Industry

Marketing

Working Hours

9 Hours