

WeCredit - Executive - Digital Marketing

Delhi, Delhi, India · 1 month ago · 0 applicants



On-site · Full-time · Entry level



Skills: Marketing Campaigns, Ad Serving, +8 more



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About the job

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About The Company

WeCredit is a loan aggregator, which means we help people and businesses in India to find the right loan from a variety of lenders. We work with many trusted financial institutions to offer our customers a wide range of loan options that suit their specific financial needs.

Our team of experienced professionals have an in-depth knowledge of the Indian financial market, and we use that knowledge to help our customers find the best loan options available. We understand that getting a loan can be a stressful and time-consuming process, so we make it easy and convenient for our customers by providing them with access to many lenders in one place.

Job Description

Position : Digital Marketing Executive

Location : Delhi

Employment Type : Full-time

About The Role

As Digital Marketing Executive, you will play a pivotal role in the planning, execution, and optimization of online marketing efforts to drive brand awareness, customer engagement, and ultimately, business growth. You will be responsible for implementing digital marketing strategies across various digital platforms such as social media, search engines, email, website and more.

Responsibilities

- Develop and execute digital marketing campaigns to drive brand awareness, engagement, and conversions.
- Manage and optimize paid advertising campaigns on platforms such as Google Ads, ensuring maximum ROI.
- Utilize SMS and email marketing to nurture leads, retain customers, and promote products or services.
- Monitor and analyze key performance metrics across all digital marketing channels, providing insights and recommendations for improvement.
- Stay up to date with industry trends and best practices, continuously optimizing digital marketing strategies for effectiveness.
- Collaborate with cross-functional teams, including marketing, design, and sales, to align digital marketing initiatives with overall business objectives.
- Google Ads : Manage and optimize paid advertising campaigns across social media platforms (mention the most relevant platforms for your company, e.g., Facebook, Instagram) and Google Ads (mention specific campaign types like Search Ads or Display Ads).