

Digital Marketing Executive

Delhi Cantonment, Delhi, India · 1 week ago · 0 applicants



Hybrid · Full-time · Entry level



11-50 employees · IT Services and IT Consulting



2 school alumni work here



Skills: Content Creation, Keyword Research, +8 more




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About the job

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We are seeking a talented Digital Marketing cum Content Writer to join our team. This role requires a high level of creativity, attention to detail, and project management skills. The ideal candidate is a self-starter with a passion for crafting engaging content that drives traffic and generates leads.

Key Responsibilities

- Develop and implement effective digital marketing strategies that drive brand awareness, engagement, and traffic to our digital platforms.
- Managing digital marketing initiatives and integrated marketing plans related to business growth using paid and organic channels like SEM/SEO, Facebook, Display and Remarketing.
- Develop, implement, and manage marketing campaigns that promote the products and services of a company.
- Create compelling content for websites, blogs, social media, and other digital platforms.
- Conduct keyword research and use SEO guidelines to optimize content.
- Manage and oversee social media content.
- Measure the performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends, etc.).
- Stay up-to-date with digital marketing trends and potential new channels and strategies to keep us ahead.
- Collaborate with other departments to ensure brand consistency.
- Measures and reports performance of all digital marketing campaigns (Google display, Facebook and some other platforms) against goals (ROI and KPIs).

Key Skills

- Proven work experience as a Digital Marketing Specialist or similar role.
- Excellent written and verbal communication skills in English.
- Solid knowledge of SEO, keyword research, and Google Analytics.
- Experience with social media management and content creation tools.
- Strong analytical skills and data-driven thinking.
- Bachelors degree in Marketing, Communications, or relevant field.

Desired Candidate Profile

- Any Graduate
- Must be a team player.
- Ability to work under pressure
- Minimum one year of relevant experience is required