



Thotweiler Advertising Pvt. Ltd.



Digital Marketing Manager (2-4 years)

Mumbai, Maharashtra, India · 21 hours ago · 30 applicants



On-site · Full-time



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About the job

Digital Marketing Manager (2 - 4 years Experience)

This is a full-time on-site role for a Digital Marketing Manager. The candidate will be responsible for all marketing projects in effectively promoting its message across all digital channels. On a daily basis, they will manage client's website and marketing campaigns on social media, including Facebook, Twitter, YouTube, Instagram, and LinkedIn, targeting key customers and generating valuable results.

Responsibilities:

- Develop / execute digital marketing campaigns to drive lead generation and brand awareness.
- Set, run & manage Google Ads campaigns, including keyword research, ad copywriting, and performance tracking.
- Oversee social media marketing efforts, including content creation, posting, and engagement strategies.
- Conduct SEO audits and develop strategies to improve organic search rankings.
- Monitor and analyze campaign performance metrics to optimize campaigns for maximum ROI.

- Collaborate with cross-functional teams to ensure alignment of marketing strategies with overall business goals.
- Create pitches for clients, outlining proposed digital marketing strategies and campaigns.
- Stay up-to-date with the latest trends and best practices in digital marketing.

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field.
- Proven track record in digital marketing with at least 3-4 years of experience
- (SEO/SEM, SMO/SMM, Creative Services, Content Marketing,
- Website/Microsite Creation, etc.).
- Strong leadership and team management skills.

Candidates from Mumbai only.

Salary - 3.60 - 4.20L PA
