

# Job Opening for Digital Marketing Executive (Job Code RT 1354).



Phone :

Web :

## Job Summary

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Vacancy : 1

Deadline : Jun 02, 2025

Published : Feb 04, 2025

Employment Status : Full Time

Experience : Below 1 Year

Salary : 2L to 3L

Gender : Any

Career Level : Entry Level

Qualification : Digital Marketing Executive (Male Candidate's preferred)

## Job Description

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### Key Responsibilities:

- ☒ Develop and implement a comprehensive digital marketing strategy that aligns with the overall business objectives.
- ☒ Expertise in handling major social media networks- LinkedIn, Twitter, Instagram, and Facebook- with an enthusiasm to build a presence on trending social media platforms.
- ☒ Stay up to date with the latest trends and technologies in digital marketing.
- ☒ Conduct market research and analysis to identify market trends, and competitor activities.
- ☒ Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
- ☒ Monitor and analyze website traffic, campaign performance and customer engage to make data-driven decisions.
- ☒ Prepare reports and analytics on the overall performance of various marketing campaigns, including ROIs and KPIs
- ☒ Collaborate with the cross-functional teams to brainstorm and innovative growth strategies and marketing techniques.

### Good to have:

- ☒ Fresher to 6 months of hands-on experience in digital marketing.
- ☒ Certification in Digital Marketing is a plus point.
- ☒ Hands-on experience with SEO/SEM, Google Analytics, and CRM software.
- ☒ Knowledge of HTML, CSS, and JavaScript is a plus.
- ☒ Social media savvy, with a passion for staying on top of trends.
- ☒ Strong sense of creativity, imagination, and innovation.
- ☒ Excellent interpersonal skills, with the ability to collaborate with other departments.

**Education:** Bachelor's (CS/IT) + MBA Marketing/BA/IT or equivalent.

## Education & Experience

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**Must Have**

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**Educational Requirements**

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Digital Marketing Executive (Male Candidate's preferred)

**Compensation & Other Benefits**

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