Job Title: Digital Marketing Executive

Location: Jahangirpuri

Department: Marketing

Reports To: Concerned person

Experience: 1–3 years / Freshers with strong internship/project experience can also apply)

Salary: As per company norms

Job Summary:

We are seeking a creative and data-driven Digital Marketing Executive to join our team. The ideal candidate will be responsible for implementing digital marketing strategies to promote our brand, products, and services across online platforms.

Key Responsibilities:

- Plan and execute all digital marketing campaigns including SEO, SEM, email, social media, and display advertising.
- Manage and grow the company's presence on social media platforms (Facebook, LinkedIn, Instagram, Twitter, etc.).
- Create and optimize content for the website and social networking accounts (e.g., blog posts, landing pages).
- Track and analyze website traffic and engagement using tools like Google Analytics and Search Console.
- Support in executing paid campaigns on Google Ads and social media platforms.
- Monitor and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Collaborate with internal teams to create landing pages and optimize user experience.
- Perform keyword research and implement SEO best practices for website content.
- Stay up to date with the latest trends and best practices in digital marketing.

Requirements:

- Bachelor's degree in Marketing, Communications, or a related field.
- 1–3 years of experience in digital marketing or related role.
- Strong understanding of current online marketing concepts, strategy, and best practices.
- Hands-on experience with SEO/SEM, Google Ads, and Google Analytics.
- Knowledge of social media marketing tools is a plus.
- Experience with email marketing tools (e.g., Mailchimp, Sendinblue) is a plus.
- Creative mindset with excellent communication and writing skills.
- Ability to multitask and meet deadlines in a fast-paced environment.

Preferred Skills:

- Basic design knowledge using Canva or Adobe Suite.
- Experience with CMS platforms like WordPress.
- Basic understanding of HTML/CSS is a plus.