

Designation:

Senior Executive/Assistant Manager – Digital Marketing

Location:

Mumbai

Responsibilities:

- Demonstrate experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audience and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Sound knowledge of website analytics tools (e.g. Google Analytics, UGC analytics)
- Working knowledge of ad serving tools
- Experience in setting up and optimising Google Adwords campaigns
- Should be up to date with the latest trends and best practices in online marketing and measurement.

Skills:

- Media Planning
- Media Buying
- SEO/SEM Analysis
- Google Analytics
- Social Media Managing
- Competition Analysis

Qualification:

Graduate /Post graduate from a reputed institute with minimum 1 year of experience in to Digital Marketing