

**Position : Digital Marketing Executive**

**Location : Mumbai Andheri**

**Category : Full Time**

**Experience : 3-5 years**

**Qualification: MBA**

**Must have experience in B2B selling**

**Job Role**

The role has two key areas, as detailed below:

**CONTENT & WEBSITE MANAGEMENT :**

- Plan, develop & organize content across all digital touchpoints (website, social media such as LinkedIn & Facebook, trade blogs, emailers, etc.)
- Design & manage email marketing campaigns, using tools such as Mail Chimp
- Design & develop digital media assets such as e-brochures, whitepapers, etc.
- Manage and maintain the organization's website(s)
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time and improving conversion.
- Analyze website traffic flow and provide regular internal reports.

**MANAGE PERFORMANCE MARKETING:**

- Work with the digital agency to create & manage digital marketing campaigns
- Develop online banner adverts and oversee pay per click (PPC) ad management
- Continuously improve the Search Engine Optimization (SEO) performance
- Optimize the Keywords based on focus countries and products