

Title: Digital Marketing Executive

Department: Digital/Online Marketing

Summary: Responsible for end-to-end digital marketing activities to help in the process of brand development and quality content, that engages traffic.

Duties and Responsibilities:

- To act as a driving force in brand development through digital marketing activities.
- Detailed planning and execution of digital marketing efforts, which includes social media, online marketing, content marketing, etc.
- Create strategies that are optimized for search engine results.
- Drive traffic to the websites.
- Maintaining profiles on different social media platforms.
- Developing content for blogs in a style that engages readers.

Working Conditions: Working shift of 9 hours with 1 hour break.

Report To: Manager- Digital Marketing

Education: A Bachelor or Marketing degree in Marketing or other related fields.

Experience: 2-3 years' experience in the field.

Knowledge, Skills and Abilities:

- Highly creative and experienced in identifying target audiences.
- Capable of devising digital campaigns that engage, inform and motivate the audience.
- Brainstorming of creative and improved growth strategies.
- Up-to-date with the latest trends and best practices.
- Good verbal and written English skills.
- A team player with positive attitude and plenty of initiatives.
- Result oriented, self-motivated and highly organized.

Interested candidates may send their applications to contact@marketquotient.com