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## Digital Marketing Executive

### Description

We are seeking a skilled and driven Digital Marketing Executive to join our team and elevate our digital marketing initiatives.

### Roles and Responsibilities

1. Analyze website performance using SEO tools to ensure optimal functionality.
2. Conduct thorough keyword research, implement on-page and off-page optimization, and perform detailed backlink analysis.
3. Develop and execute social media strategies to enhance brand awareness and engagement.
4. Keep up-to-date with social media trends and industry best practices.
5. Plan and implement PPC campaigns to increase traffic and drive conversions.
6. Monitor and evaluate the performance of digital campaigns, adjusting strategies as needed.
7. Create compelling content for social media campaigns and other digital marketing channels.

### Skills and requirements

1. Minimum of 1+ years of experience in digital marketing.
2. Proficient in on-page and off-page optimization techniques.
3. Experience in creating and managing social media campaigns.
4. Ability to manage various social media channels, including Facebook, Twitter, Instagram, LinkedIn, etc.
5. Skilled in executing campaigns using Google Ads and other PPC platforms.
6. Excellent written and verbal communication skills.

### Education

Bachelor's Degree

### Contacts

Email: [hr@galtech.org](mailto:hr@galtech.org)

Call: +91 6282 845 368

### Date posted

July 19, 2024

### Hiring organization

GALTech Technologies Pvt Ltd

### Job Location

Infopark Thrissur Campus, 680308,  
Thrissur, Kerala, India

### Employment Type

Full-time

### Skills

SEO, SEM & SMM

### Industry

Software Development

### Base Salary

INR 25000 - INR 40000