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Digital Marketing Strategist (02-04 YEARS)

Description

We are seeking a skilled and results-driven Digital Marketing Strategist to join our marketing team. In this role, you will design and implement comprehensive digital marketing strategies to increase brand visibility, generate qualified leads, and enhance customer engagement across multiple digital channels. The ideal candidate will have expertise in performance marketing, including Google Ads, Meta Ads, and social media marketing.

Roles and Responsibilities:

1. Create data-driven and result-oriented digital marketing strategies that align with goals.
2. Plan and implement performance marketing campaigns across platforms like Google Ads, Meta (Facebook & Instagram) Ads, LinkedIn, and other relevant channels.
3. Monitor and analyze campaign performance to ensure KPIs and ROI targets are met.
4. Conduct A/B testing on creatives, ad formats, and landing pages to optimize conversion rates.
5. Allocate and manage campaign budgets effectively for cost-efficient advertising.
6. Forecast and track spending across multiple platforms.
7. Perform market research to identify new growth opportunities and refine target audience strategies.
8. Stay informed on industry trends, competitor strategies, and emerging channels.
9. Present campaign results, insights, and recommendations to senior management and stakeholders.

Skills and Requirements:

1. Bachelor's degree
2. Proven experience in performance marketing, with a strong understanding of Google Ads, Meta Ads, SEO, social media marketing, and content creation
3. Strong analytical skills with expertise in Google Analytics, Excel, and data visualization tools.
4. Effective written and verbal communication skills.
5. Experience in audience targeting, campaign optimization, and budget management.

Education

Bachelor's degree

Contacts

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Valid through

19.04.2025

Date posted

April 5, 2025

Hiring organization

GALTech Technologies Pvt. Ltd.

Job Location

Infopark Thrissur Campus, 680308,
Thrissur, Kerala, INDIA

Employment Type

Full-time

Skills

Google ads, Meta ads, SEO,
Content creation, social media
marketing, google analytics

Industry

Digital Marketing

Base Salary

INR 30,000 - INR 50,000

Working Hours

9.00AM – 6.00PM