

**Designation: Sr. Digital Marketing Manager**

**Location: Bangalore**

**Experience: 7 to 8 Years of experience**

**Position – 1**

## **Responsibilities**

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

## **Requirements**

- Bachelor/master's degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Working knowledge of ad serving tools (e.g., DART, Atlas)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement