

Marketing Executive

Description Requirements

- Demonstrable experience in marketing together with the potential and attitude required to learn
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
- Experience in setting up and optimizing Google Adwords campaigns
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- A sense of aesthetics and a love for great copy and witty communication
- Up-to-date with the latest trends and best practices in online marketing and measurement
- BSc/MSc degree in Marketing or related field

Responsibilities

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Build strategic relationships and partner with key industry players, agencies and vendors
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Analyze consumer behavior and adjust email and advertising campaigns accordingly

Hiring organization
Neutrino Tech Systems

Employment Type
Full-time

Job Location
Pune, India

Date posted
June 23, 2022