

Digital Marketing Manager

Location: Mumbai

Experience: 2 to 5 years

Industry: System Integration / IT Hardware / AV / Networking / IT Solutions

Employment Type: Full-time

Job Summary:

We are looking for a creative and data-driven Digital Marketing Executive to manage and execute our online marketing strategy. The ideal candidate will focus on building brand visibility, generating leads, and promoting our IT hardware and system integration solutions across digital platforms.

Key Responsibilities:

Digital Campaigns & Performance Marketing

- Plan and execute **SEO/SEM, email, social media, and Google Ads** campaigns
- Track and analyze **website traffic and campaign performance** using Google Analytics
- Optimize paid ad campaigns to achieve **higher ROI and lead conversions**

Content & Branding

- Create and manage **engaging content** for website, social media, blogs, and emailers
- Collaborate with design and sales teams to build targeted campaigns for **hardware and SI solutions**
- Maintain consistent brand tone and visual identity across all platforms

Social Media & Engagement

- Manage and grow social presence on **LinkedIn, Instagram, Facebook, and YouTube**
- Schedule regular updates and monitor audience interactions
- Stay up-to-date with **trending tech and industry-specific topics** to create relevant posts

Website & SEO Management

- Oversee company website for **content accuracy, UI/UX enhancements, and SEO optimization**
- Work with external vendors or developers when necessary

Lead Generation & CRM

- Execute **lead generation campaigns** using LinkedIn, Google Ads, and landing pages
- Track leads and campaign data using CRM and marketing automation tools

Qualifications & Skills:

- Bachelor's degree in Marketing, Digital Media, or Communications
- 2–5 years of experience in digital marketing roles
- Proficiency with Google Ads, Meta Business Suite, SEO tools, Canva, Mailchimp, etc.
- Experience with B2B tech marketing or IT product marketing preferred
- Excellent written and verbal communication skills
- Strong analytical mindset and ability to meet tight deadlines

Preferred Tools/Platforms:

- Google Analytics, Search Console
- LinkedIn Campaign Manager
- SEMrush / Ahrefs
- HubSpot / Zoho CRM
- WordPress / CMS tools