



## Digital Marketing Executive

Technokriti Solutions LLP is looking for candidates with the following job description

- Experience in App Install campaigns
- Good to have profiles of candidates who have experience in service based organizations.
- We are looking for candidates who have done performance marketing on social media platforms (Facebook, LinkedIn, Twitter etc.)
- We want candidates who have worked in service companies, who have App Development as their main stream of business.
- Candidates who have mainly worked on SEO (Search Engine Optimization) or SCM (Search Content Marketing)
- Lead for Digital Marketing will bring entrepreneurial spirit and drive the Digital Marketing channel by utilizing the correct strategies for customer acquisition and engagement.

### Key Responsibilities

- Maintaining the organization's Social media presence across all digital channels
- Develop, implement, track and optimize our digital marketing campaigns across all digital channels.
- Planning (identifying the right channel, budgeting, targeting, timing)
- Designing and executing campaigns on Facebook, Google, Twitter and affiliate channels as per plan



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- Create plans in a manner that it complements all offline marketing tools the company would be using.
- Measure and report performance of all digital marketing campaigns
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

## Skills/Competencies

- Experience in Digital marketing
- Experience in Adwords, social media marketing (Facebook, Twitter), content marketing, affiliate channels and google SEM.
- Hands-on experience in designing and launching digital media campaigns in at least one of the digital platforms.
- Strong orientation towards data gathering, problem solving, experimenting and iterating with the results, to arrive at the right solution.
- Prior experience in a mobile/internet startup and/or experience in driving digital marketing for app downloads/engagement is a key requirement.
- Customer centric and problem-solving mindset.





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Vacancies : 2

CTC offered : ₹3 lakhs per annum

Job location : Technokriti Solutions LLP  
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Interested candidates shall send their updated CV on [hr@technokriti.com](mailto:hr@technokriti.com)

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