

<b>Job title</b>	Digital Marketing Manager
<b>Qualification</b>	<ul style="list-style-type: none"> <li>• Any graduate and/or MBA in Marketing</li> <li>• <b>Certification in digital marketing and social media paid promotions is mandatory.</b></li> </ul>
<b>Work experience &amp; critical skills required</b>	<ul style="list-style-type: none"> <li>• 5-7 years' experience in Digital Marketing &amp; social media accounts handling.</li> <li>• Conceptualization, strategies formulation, execution &amp; analytics of digital marketing project for reputed clients.</li> <li>• Digital Media Planning, Media Buying and Execution of digital media campaigns.</li> <li>• Excellent knowledge and hands on work experience of planning, budgeting and execution of SEO, SMO, SEM, SMM, Google Ad words, Social media organic and paid campaigns.</li> <li>• Excellent knowledge and hands on work experience on Digital marketing analytics tools.</li> <li>• Knowledge of Digital marketing and social media analytics tools.</li> <li>• Adaptive to agile work culture.</li> <li>• Excellent communication skill – Verbal and Written.</li> <li>• Client relationship and management.</li> </ul>
<b>Industry</b>	Digital media/marketing, branding and advertising agency
<b>Location</b>	Ahmedabad, Gujarat
<b>Remuneration</b>	Best in industry

**Role description –**

1. Would be responsible for the ideation and execution of digital marketing/social media campaigns and strategies of brand/clients as per the brief and/or budget provided.
2. Meeting and liaising with the client to discuss and identify their digital media promotion/branding/campaign requirements and for approvals.
3. Should be able to present the idea in front of prospects and should be able to negotiate to close the deal.
4. Collaborate with the team to create landing pages on the website and optimize the user experience.
5. Monitoring the effectiveness of campaigns and update work progress to the client on a periodic basis along with report submission.
6. Measure and report on the performance of digital marketing campaigns, gain insight, optimize spends and assess against goals.
7. Marketing research and analytics such as new development, recent trends, competition analysis etc.
8. Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

**Company profile -** [www.nascentinfo.com](http://www.nascentinfo.com)

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