

## Job Location



- Noida Sec 63, Uttar Pradesh-201301

## Job Details



### SALARY



— Salary will not be a constraint for the right candidate details will be provided after clearing the interview.

### JOB TYPE



— Full Time, Permanent.

### EXPERIENCE



— 3+ Years

## Job Description



*We are looking for a highly enthusiastic, energetic and dynamic personality who is ready to explore the heights with the own resources like skills and courage.*

*This is the position of Digital Marketing Executive, so the candidate needs to show the creative, analytical and research skills along with the required Digital Marketing Executive skills.*

*The role of Digital Marketing Executive is challenging as well as desirable for the personalities who know how to use their research, promotional and analytical skills to market the products and create brand awareness across different platforms.*

*So, if you think you are a perfect fit for this job profile then feel free to contact us and apply for the position right now.*

*Before applying, read carefully the essential qualifications, Roles & Responsibilities of the required job profile.*

## Job Role and Responsibilities



*Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.*

*Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)*

*Monitor key online marketing metrics to track success.*

*Create and managing Facebook and Google PPC ad campaigns.*

*Using expert SEO skills to rank website content and blogs on the search engines.*

*Creating Facebook, Instagram, LinkedIn Ads.*

*Assisting with decisions about promotions such as discounted offers and affordable bulk packages.*

*Monitoring website traffic and customer reviews to gauge responses to site uploads.*

*Scheduling and communicating intensive site maintenance, as needed.*

*Communicate with industry professionals.*

*Keyword research.*

*Create backlinks.*

*Managing Google Ad word accounts.*

*Managing social media accounts and increasing accounts reach and followers.*

*Recommend creative and cost-effective promotional activities.*

*Implement techniques to create brand awareness across area of operation.*

*Stay updated with market trends and competitor activities.*

**Essential Qualification** > *Must be a University Graduate.*

## **Required Skills** >

- ✓ **FLUENT ENGLISH (VERBAL AND WRITTEN)**
- ✓ **MARKETING SKILLS**
- ✓ **INTERPERSONAL SKILL**
- ✓ **MULTI-TASKING**
- ✓ **PROBLEM SOLVING**
- ✓ **EXCELLENT COMMUNICATION SKILLS**
- ✓ **SELF-MOTIVATED**

**Perks and Benefits** > *Fixed Salary / Flexible Shift*

## **About Company** >

*SystMade® is a multinational organization with its headquarters in USA. SystMade® is a dedicated digital security software organization that strives to build a safer digital environment in the world with its best security products and services. SystMade's® product "SystMade® Internet Security" and "SystMade® Total Security" protects consumer's computer from unwanted threats and viruses, including malwares & spywares that can affect computer files and data.*

