

Job Title: Digital Marketing Executive

Category	Details
Job Title	Digital Marketing Executive
Job Summary	Responsible for supporting digital marketing campaigns, generating leads, and managing marketing data through CRM tools for cosmetic brands, mobile apps, and real estate projects. The role focuses on online promotion, campaign execution, and assisting the sales team in converting leads into customers.
Key Responsibilities	<ul style="list-style-type: none"> Plan and execute digital marketing campaigns across social media and search platforms Generate leads for cosmetic products, mobile apps, and real estate projects Manage and update leads in Zoho CRM Create and schedule social media posts and promotional content Coordinate with design and content teams for creatives and campaigns Track campaign performance and assist in improving conversion rates
Required Skills	<ul style="list-style-type: none"> Basic understanding of digital marketing and social media platforms Familiarity with lead generation strategies Basic knowledge of CRM systems Good communication and coordination skills Ability to analyze simple marketing data
Preferred Skills	<ul style="list-style-type: none"> Knowledge of Zoho CRM Familiarity with Zoho tools like Zoho Social, Zoho Campaigns, Zoho Forms, and Zoho Analytics Basic understanding of Meta Ads and Google Ads Content writing or copywriting skills
Experience	0-2 years (Freshers with strong interest in digital marketing can apply)
Education	Degree/Diploma in Marketing, Business, Communication, or related field
Tools	Zoho CRM, Zoho Social, Zoho Campaigns, Zoho Forms, Zoho Analytics, Meta Ads Manager, Google Ads
Industries Worked On	Cosmetics, Mobile Applications, Real Estate
Portfolio / Work Samples	Basic marketing projects, campaigns, or internship work preferred
Job Type	Full-time
Work Mode	Office / Hybrid (depending on project requirements)
Salary Structure	Fixed Salary + Performance Incentives (based on lead generation and sales support)
Salary Range	₹8,000 – ₹20,000 (depending on skills and learning ability)