

WORK VAPOR

Job Link: <https://workvapor.in/jobs/digital-marketing-executive/>

DIGITAL MARKETING EXECUTIVE

JOB LOCATION

Dhanbad, NA, Dhanbad, Jharkhand, India

DESCRIPTION

SkyTech Media Solutions is seeking a creative and enthusiastic **Digital Marketing Executive** to manage and enhance its online presence. This role is perfect for individuals who have a passion for marketing, social media, and data-driven strategies. You'll work closely with our marketing team to create, execute, and optimize campaigns that deliver measurable results.

The position offers a hybrid work model, with the flexibility to work remotely or from our office.

Roles and Responsibilities

- Develop and execute digital marketing strategies across various platforms.
- Manage social media accounts, including posting, engagement, and analytics.
- Conduct keyword research and manage Google Ads campaigns.
- Optimize website content for SEO to improve organic rankings.
- Create and distribute email marketing campaigns.
- Track and analyze the performance of marketing campaigns using tools like Google Analytics.
- Collaborate with graphic designers and content writers for creative assets.
- Stay updated with the latest digital marketing trends and tools.

Skills Required

- Proficiency in digital marketing tools like Google Ads, Facebook Ads Manager, and SEO software.
- Hands-on experience with email marketing platforms (e.g., Mailchimp, Sendinblue).
- Knowledge of analytics tools such as Google Analytics and Search Console.

HIRING ORGANIZATION

SkyTech Media Solutions

EMPLOYMENT TYPE

Full-time, Part-time

BASE SALARY

INR 16,000 - INR 18,000

VALID THROUGH

2026-07-13

- Strong understanding of social media platforms and content strategies.
- Excellent communication and organizational skills.
- Ability to work independently and meet deadlines.

Qualifications

- Bachelor's degree in Marketing, Business Administration, or related field.
- 1-2 years of experience in digital marketing (freshers with relevant certifications can also apply).
- Certifications in Google Ads, SEO, or Social Media Marketing are a plus.

Salary

- **Monthly:** ₹25,000 – ₹45,000 (depending on experience and expertise).
- Performance-based incentives available.

Work Location

- Hybrid (Work from home and office).
- Office Address: SkyTech Media Solutions, MG Road, Bengaluru, Karnataka, India.

Why Join Us?

- Work with a dynamic and creative team of professionals.
- Flexible working hours and hybrid work model.
- Opportunities to upskill with company-sponsored courses.
- Performance recognition and quarterly bonuses.
- Exposure to diverse projects and industries.

Contact Information

- **Email:** careers@skytechmedia.com
- **Phone:** +91-9988776655
- **Website:** www.skytechmedia.com

Interested candidates can send their updated resumes and portfolios to the email address provided. Shortlisted applicants will be contacted for a virtual interview.