

# WORK VAPOR

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

## DIGITAL MARKETING SPECIALIST

### BASE SALARY

INR 18000 - INR 20000

### DESCRIPTION

Southern Mist – Digital Marketing Specialist (Fresher)

Location: Trivandrum

Work Mode: Hybrid (WFH + Office)

Employment Type: Full-Time

Salary: ?18,000 + Incentive

About Us –

Southern Mist is a growing multi-vertical company with a foundation in tourism and recreation, expanding into diverse business areas including real estate, financial products, and digital services etc..

We work on both in-house ventures and outsourced business projects, aiming to build a scalable ecosystem of services. Our focus is on leveraging digital platforms to identify opportunities, generate leads, and drive business growth across industries.

We've built an environment where productivity meets fun and creativity. – Office

Amenities –

- Air-Conditioned Workspace
- PlayStation & Tv
- Pool Table & Games
- Coffee Machine & Refrigerator
- Projector With Music System
- Wifi and Cctv Surveillance

Work in a space designed to keep you energized, creative, and stress-free.

? Key Responsibilities –

- Plan and execute digital marketing campaigns for:
  - \* Southern Mist's internal business verticals
  - \* External/outsourced business projects

Southern Mist

### HIRING ORGANIZATION

Southern Mist

### EMPLOYMENT TYPE

Full-time

### JOB LOCATION

Thiruvananthapuram, India

? Remote work from: India

### DATE POSTED

? April 20, 2026

### VALID THROUGH

2027-02-20

- Generate quality leads and customer acquisition funnels across different industries
- Identify new business opportunities using digital platforms and AI tools
- Run and optimize campaigns on:
  - \* Meta Ads (Facebook & Instagram)
  - \* Google Ads and other platforms
- \* Achieve performance targets, Meet business goals and qualify for regular appraisals
- Create and manage content strategies for marketing campaigns
- Analyze campaign performance and continuously improve results
- Work on multi-industry marketing, adapting strategies based on business needs
- Customize and manage websites through wordpress
- Recruit and manage a team of interns

#### ? Required Skills & Qualifications –

- Under Graduation in BBA / BCom
- \* (Candidates with Backlogs can also Apply)
- 0-1 Year Experience in Digital Marketing
- Valid Digital Marketing Certification -(Mandatory)
- Strong working knowledge of Meta Ads – (Mandatory)
- Familiarity with AI tools for marketing, automation, and lead generation
- Basic Video Shoot and Editing Skills
- Basic Designing Skills (Canva, Photoshop, etc.)
- Ability to identify target audiences and business opportunities
- Understanding of performance marketing and lead generation
- \* Having a laptop is a plus

#### ? Role Expectation (Core Focus) –

- Market different types of products and services across industries
- Generate leads and business opportunities using digital platforms
- Support growth of both Southern Mist ventures and partnered businesses
- Adapt quickly to new domains and marketing requirements

#### ? What You'll Gain –

- Exposure to multiple industries and business models
- Hands-on experience in performance marketing & lead generation
- Opportunity to work on real business growth and revenue-driven campaigns
- Fast learning environment with scope for career growth

#### How to Apply –

Send your resume and portfolio to:

email: [southernmistindia@gmail.com](mailto:southernmistindia@gmail.com)

Job Type: Full-time

Pay: From ₹18,000.00 per month

Benefits:

- Cell phone reimbursement
- Flexible schedule
- Internet reimbursement
- Paid time off

- Work from home

Application Question(s):

- Can you meet strict targets and deadlines consistently?

License/Certification:

- Fundamentals of digital marketing (Required)

Location:

- Thiruvananthapuram, Kerala (Required)

Work Location: Hybrid remote in Thiruvananthapuram, Kerala