

# WORK VAPOR

Job Link: <https://workvapor.in/jobs/senior-digital-marketing-executive-google-ads-meta-ads-zoho-remote/>

## HIRING ORGANIZATION

SkyPod Immigration Consulting Inc.

## EMPLOYMENT TYPE

Full-time

## JOB LOCATION

India

? Remote work from: India

## DATE POSTED

? March 21, 2026

# SENIOR DIGITAL MARKETING EXECUTIVE (GOOGLE ADS, META ADS, ZOHO) | REMOTE

## BASE SALARY

INR 40000 - INR 60000

## DESCRIPTION

Company: SkyPod Immigration Consulting Inc.

Location: Remote (Work From Home – India)

Job Type: Full-Time, Permanent

Salary: ?40,000–?60,000 per month

Shift: Night Shift (10:00 AM – 6:00 PM EST / ~7:30 PM – 3:30 AM IST)

Contact: [info@skypodimmigration.ca](mailto:info@skypodimmigration.ca)

We are hiring a Senior Digital Marketing Specialist to manage performance marketing campaigns and marketing automation within the Zoho ecosystem. The role is fully remote, targeting candidates in India who can handle Google Ads, Meta Ads, and Zoho workflows independently.

### Key Responsibilities & Role Details

- Plan, execute, and optimize Google Ads and Meta Ads campaigns
- Manage social media scheduling and engagement using Zoho Social
- Design and run email campaigns using Zoho Campaigns
- Create professional email templates using HTML & CSS
- Build and manage drip campaigns and automation workflows in Zoho
- Execute WhatsApp and SMS marketing campaigns integrated with Zoho CRM
- Monitor KPIs (CPL, CPA, ROI) and optimize campaign performance
- Coordinate with sales teams to improve lead quality
- Manage end-to-end lead lifecycle from generation to conversion

### Eligibility & Skills Required

- Minimum 2+ years of hands-on experience with Zoho tools
- Strong experience with Google Ads and Meta Ads (Facebook & Instagram)
- Practical experience with Zoho Campaigns, Zoho Social, and Zoho CRM
- Understanding of Zoho integrations and workflow automation
- Proficiency in HTML & CSS for email template creation
- Experience in WhatsApp and SMS marketing campaigns
- Strong analytical, reporting, and problem-solving skills
- Comfortable working night shifts in IST aligned with EST hours

#### **Preferred Qualifications**

- Experience in immigration, education, or consulting industries
- Familiarity with the full Zoho One suite
- Understanding of landing page optimization and conversion strategies

#### **Perks & Benefits**

- Fixed salary plus performance-based growth
- Fully remote work environment
- Opportunity to manage complete marketing automation systems
- Long-term career growth within the company

#### **How to Apply**

Send your resume to [info@skypodimmigration.ca](mailto:info@skypodimmigration.ca)