



<https://www.arrkgroup.com/job/digital-marketing-executive/>

## Digital Marketing Executive

### Description

We are currently seeking a dynamic individual who can contribute to our day-to-day marketing tasks. The ideal candidate should possess a strong willingness to learn and a passion for marketing. Most importantly, should have completed the digital marketing certification.

**Experience:** Minimum 6 months experience required.

**Educational Qualification:** Have done Digital Marketing Certification

### Key Skills Required:

- Understanding of digital marketing practices for the B2B market.
- Develop and execute effective SEO strategies and tasks to drive organic traffic and improve website rankings.
- Create compelling copy for marketing collaterals, social media posts, blogs, and email campaigns.
- Proficient in managing social media channels, responding to comments, and engaging with the audience.
- Plan and execute SEM and Email marketing campaigns.
- Familiarity with digital marketing tools and platforms.
- Implementing curated offers from Affiliate partners and related vouchers, commissions, etc., to our Ad marketing platform.

### Contacts

Share your resume with [tanaya.ganguli@arrkgroup.com](mailto:tanaya.ganguli@arrkgroup.com).

### Hiring organization

Arrk Limited

### Employment Type

Full-time

### Date posted

18/03/2024