

# Marketing Executive

## Experience

△ 0 – 1 Yr.

## Location

△ Mumbai

## Responsibilities

- △ Working with the marketing team to achieve the marketing objectives by contributing new ideas and helping to plan marketing activities
- △ Content creation, including writing blogs, case studies, newsletters and social media
- △ Generate and nurture new leads and manage them within the CRM database
- △ Research and enter awards for the company
- △ Creating content and materials for designing Marketing Campaigns
- △ Developing and maintaining Database for marketing activities
- △ Using Marketing automation tools to run Marketing Campaigns
- △ Maintaining Company's Websites: Presently 2 websites
- △ Analysing reports and Conducting Search Engine Optimization (SEO) in websites
- △ Adept at Customizing / Enhancing existing web frameworks and ready website templates
- △ Creating the architecture, frameworks for new/rework of existing websites
- △ Designing and managing the website back-end including database and server integration
- △ Coordinating with website development team for making necessary changes in website
- △ Maintaining social media profiles for the companies (Facebook, LinkedIn, Twitter, Insta, Quora etc)

- △ Contributing to, and developing, marketing plans and strategies
- △ Analysing and conducting Social Media Optimization (SMO) activities
- △ Converting & Editing Videos for Companies YouTube & Vimeo
- △ Design, proof-read, manage marketing materials  
(Mailing Campaigns, Brochures, Leaflets, Posters, Flyers, newsletters)

### **Essential skills and experience**

- △ Microsoft Office Suite competent
- △ WordPress, Mailchimp
- △ Communication skills
- △ Experience using marketing software tools
- △ Attention to detail
- △ SEO & SEM understanding
- △ Fintech basic understanding

### **Desirable skills and experience**

- △ Pre-sales experience
- △ Presentation skills
- △ Budget management
- △ Adobe Photoshop/Premiere Pro
- △ Video production/editing
- △ Social media experience
- △ HTML, CSS, JavaScript, SQL