



Digital Marketing Executive

Location: Indore, Madhya Pradesh

Experience: 1–2 Years

Employment Type: Full-Time

About the Role

- We are looking for a creative and result-oriented Digital Marketing Executive with hands-on experience in SEO, Social Media Marketing, Google Ads, and WordPress. The candidate will be responsible for managing digital marketing activities, improving online visibility, generating leads, and maintaining the company's website and social media presence.

Key Responsibilities

- Plan and execute digital marketing campaigns across various online platforms.
- Manage company social media profiles on LinkedIn, Instagram, Facebook, and other relevant platforms.
- Create and publish engaging content, posts, creatives, and promotional materials.
- Manage and update the company website using WordPress.
- Create, edit, and publish website pages, blogs, images, and other content through WordPress.
- Implement SEO strategies to improve website ranking and organic traffic.
- Conduct keyword research and optimize website content.
- Manage and monitor Google Ads and social media paid campaigns.
- Track website traffic, leads, engagement, conversions, and campaign performance.
- Use Google Analytics and Google Search Console to monitor website performance.
- Generate leads through digital marketing campaigns.
- Coordinate with the sales and content teams for lead-generation activities.
- Conduct competitor and market research.
- Assist in email marketing, WhatsApp marketing, and other digital campaigns.
- Prepare regular digital marketing reports and performance analysis.
- Stay updated with the latest digital marketing trends, SEO updates, and social media algorithms.
- Identify opportunities to improve website traffic, engagement, and lead generation.

Required Skills

- Good knowledge of Digital Marketing concepts and strategies.
- Hands-on experience with WordPress website management.
- Good understanding of SEO, SEM, Social Media Marketing, and Google Ads.
- Knowledge of Google Analytics and Google Search Console.
- Basic knowledge of Canva or other graphic designing tools.
- Basic understanding of HTML/CSS will be an added advantage.
- Good content writing and communication skills.
- Strong analytical and problem-solving skills.
- Good knowledge of MS Excel and digital marketing reporting.
- Ability to manage multiple tasks and meet deadlines.





Educational Qualification

- Bachelor's degree in Marketing, Business Administration, Mass Communication, Computer Applications, or a related field.

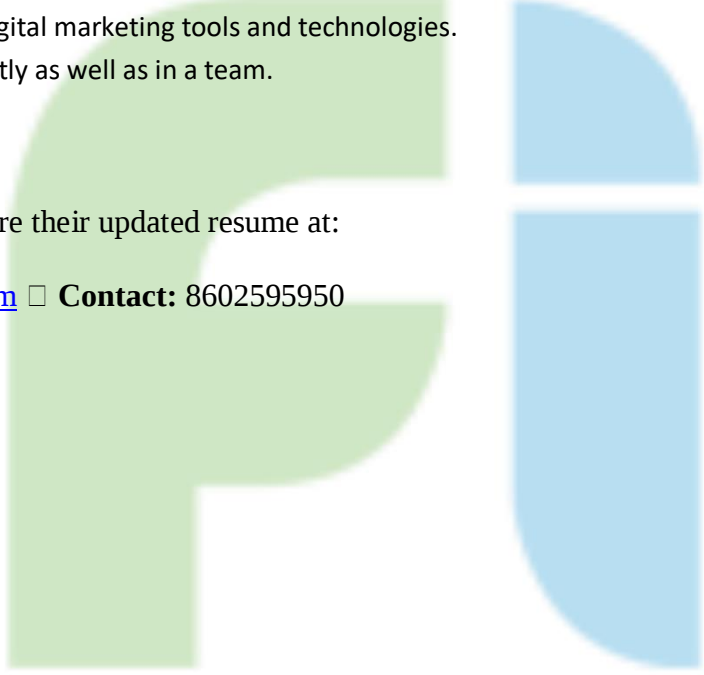
Candidate Profile

- 1–2 years of relevant experience in Digital Marketing.
- Hands-on experience with WordPress, SEO, Google Ads, Social Media Marketing, and Lead Generation.
- Should be creative, proactive, and result-oriented.
- Strong communication and interpersonal skills.
- Willingness to learn new digital marketing tools and technologies.
- Ability to work independently as well as in a team.

How to Apply

Interested candidates can share their updated resume at:

Email: hr@flukeinfotech.com ☐ **Contact:** 8602595950



Fluke Infotech

