

## **Job Description**

**Job Title:** Digital Brand Strategist

**Location:** Mangalore

**Overview:** We are looking for a skilled Digital Brand Strategist to lead our digital presence, drive brand positioning, and execute high-impact marketing initiatives across online platforms. The ideal candidate will plan, manage, and optimize digital campaigns while supporting brand-building efforts for our IT services, cloud products, ERP solutions and our other services. This role is essential for strengthening brand visibility, generating qualified leads, and ensuring consistent digital communication.

### **Key Responsibilities:**

- Manage social media channels including LinkedIn, Instagram, Facebook, and YouTube, ensuring consistent and engaging brand communication.
- Plan and execute digital marketing campaigns focused on brand awareness and lead generation.
- Run, optimize, and monitor paid campaigns across Google Ads, Facebook Ads, and LinkedIn Ads.
- Perform keyword research, improve website SEO, and support on-page optimization.
- Analyze digital campaign performance metrics and prepare monthly marketing reports.
- Coordinate website updates, basic landing page enhancements, and ensure SEO-friendly publishing.
- Collaborate with content and design teams to plan and release marketing assets.
- Manage email marketing campaigns using tools such as Mailchimp, HubSpot, or Zoho Campaigns.
- The role requires suggesting data-driven marketing strategies to improve digital presence, brand awareness.
- Should regularly evaluate ongoing digital activities and propose new ideas to optimize performance and strengthen branding efforts.

### **Required Qualifications:**

- Strong understanding of digital marketing tools including Google Analytics, Search Console, Meta Business Suite, and LinkedIn Campaign Manager.
- Knowledge of SEO/SEM practices, social media strategy, and lead generation funnels.
- Hands-on experience with Google Ads and performance marketing.
- Basic understanding of marketing within the IT industry.
- 1–3 years of relevant experience in digital marketing.

### **Desired Skills:**

- Experience working with CRM systems such as Zoho or HubSpot.
- Basic design skills for quick creatives using Canva or similar tools.
- Knowledge of keyword planning and competitor research.
- Strong analytical thinking, creativity, and ability to work independently.

**Preferred Experience:**

Experience in digital campaign execution, SEO management, and social media handling within IT or technology-driven environments.