

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.