

WE ARE HIRING

Join the most exciting fastest growing Fintech company

Email: careers@teqsar.com | Job Location: Hyderabad



JOB ROLE:

Digital Marketing Manager

Experience Required – **4 + Years** | JOB TYPE – **Full Time**

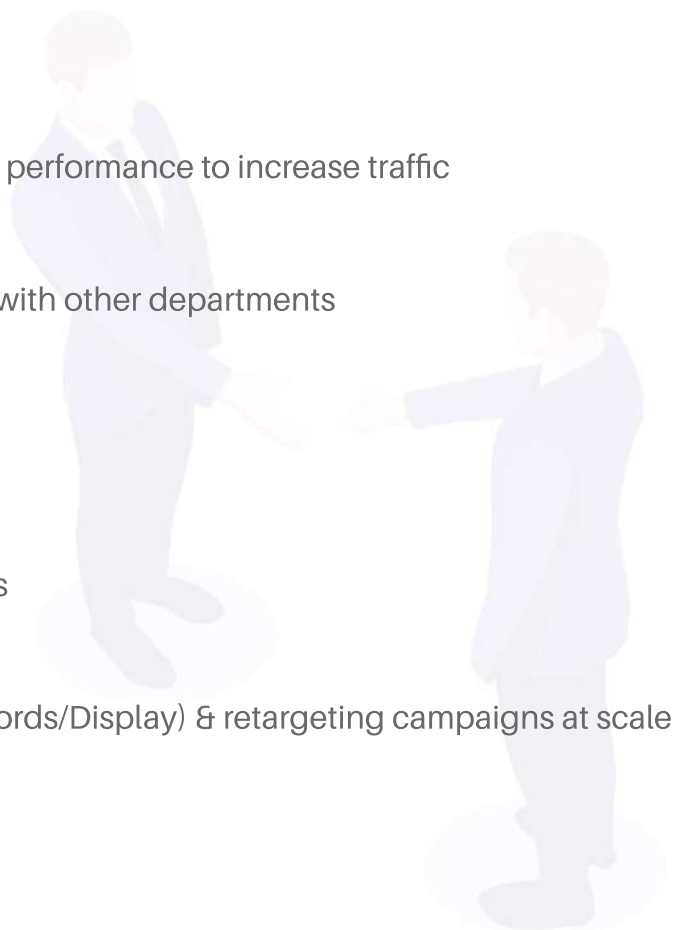
Location – Hyderabad, Telangana, India

ROLES & RESPONSIBILITY

- Search Engine Optimization: Improve website(s) performance to increase traffic
- Develop and implement link building strategy
- Keyword research, SEO copywriting and liaison with other departments
- Website analytics

SEARCH ENGINE MARKETING

- Creating strategies for prominent search engines
- Develop and test new keywords
- Deploy and manage Pay-per-Click (Google Adwords/Display) & retargeting campaigns at scale
- Analyze click-through data and present reports



SOCIAL MEDIA MARKETING

- Manage the company's social media channels and paid campaigns to sustain an engaging audience experience and generate leads
- Research and analyse social media trends including web visitor data, paid campaign performance to improve social media presence and campaign efficacy
- Work with engineering, marketing and sales teams to promote overall brand through social media channels
- Grow social media followers through organic and paid campaigns

EMAIL MARKETING

- Run email marketing campaigns end to end
- Manage email databases, landing pages and create newsletters
- Segment customers, target them through email campaigns to inform them about platform, solutions, offerings and events
- Promote our brand and ensure our customers stay in touch with our company updates

MARKETING AUTOMATION

- Implement and manage marketing automation technologies such as Hubspot, Eloqua, Marketo, etc
- Track and report the performance of different online marketing activities
- Create targets and goals
- Send trigger / sequence-based emails
- Manage the lead generation lifecycle/funnel management

WE ARE LOOKING FOR SOMEONE

- Strong knowledge of organic channels such as SEO, content marketing, social media, email marketing and influencer marketing techniques.
- In-depth knowledge of keyword research, SEO copywriting
- WITH In-depth experience with website analytics tools (eg: Google Analytics, Moz)
- Knowledge of ranking factors and search engine algorithms
- Excellent understanding of marketing automation tools like Hubspot, Eloqua, Marketo, etc

WHAT WILL MAKE YOU STAND OUT

- Certification in Google Analytics
- Certification in Google Adwords
- Previous experience in Link Building, Social Media management
- Content optimisation skillset

Please send your Resume/CV to careers@teqsar.com

To know more about Teqsar visit our website – www.teqsar.com