

## Position: Executive - Marketing/Digital Marketing

Type :	Full Time
Location :	Bangalore
No. of Positions :	1
Qualification :	Graduate / MBA in Marketing with Digital Marketing Certifications.
Experience :	2 to 3 years
Salary Expectation :	In line with Industry



### Job Description:

- To assist in the Planning, Execution and Optimization of our marketing efforts with a good understanding of the Sinhasi Brand and Vision – both offline and online in appropriate digital channels.
- Passionate about marketing with technology.
- Sound Knowledge in Digital Marketing and the Internet.



### Responsibilities Include:

- Assisting in the planning and implementation of the overall Marketing and Digital Marketing strategy.
- Planning and monitoring the ongoing company presence on various social media.
- Launching optimized online advertisements through Google Adwords, Facebook etc. to increase company and brand awareness.
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels.
- Provide creative ideas for content marketing and updating the website.
- Collaborate with designers to improve user experience.
- Measure performance of digital marketing efforts using a variety of Web Analytics tools (Google Analytics, WebTrends, etc).
- Acquire insights in online marketing trends and keep strategies up-to-date.
- Stay up to date with the latest technology and best practices.
- Maintain partnerships with Media Agencies and Vendors.



- To blend the concepts of Wealth and Wellness in holistic marketing with the sister company Sri Krishna Wellness Yoga Centre – [www.krishnawellness.com](http://www.krishnawellness.com).



## Experience Requirements

- Good understanding of Digital Marketing concepts and best practices.
- Good knowledge of all different Digital Marketing channels.
- Experience with B2C Social Media, Google Adwords, Email Campaigns and SEO/SEM
- Working knowledge of Ad Serving tools
- Good knowledge of Web Analytics tools (e.g. Google Analytics, etc.)
- Good communication and interpersonal skills