

# Techmango

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## Digital Marketing Manager

### Description

**Experience:** 8+ years

**Role:** Digital Marketing Manager

**Location:** Madurai

### Hiring organization

TechMango Technology Services

### Employment Type

Full-time

### Job Location

Madurai

### Date posted

July 23, 2024

Plan and execute all digital marketing campaigns, including email marketing, social media, and display advertising.

- Design, build, and maintain our social media presence across all digital channels.
- Measure and report on the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Manage CRM system integrations and data flow, ensuring data quality and consistency.
- Develop and implement marketing techniques that will drive new customer acquisition and retention.
- Monitor relationships with existing customers through CRM systems and ensure the CRM system provides an effective sales funnel.
- Research and implement best practices in CRM, data flows, and data quality.

### Responsibilities

Requirements:

- BS/MS degree in marketing or a related field.
- Proven working experience in digital marketing.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.
- Experience with CRM software and managing CRM data.
- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in online marketing and measurement.
- Excellent communication and interpersonal skills.

### Job Benefits

**Benefits:** Competitive Package, Medical Insurance, Accident Insurance, Subsidised Meal facility, Power Nap during noon, Technology Grooming Community and more