



Executive (Digital Marketing) - Candidate Profile

Role Overview

We are looking for a proactive and creative Executive (Digital Marketing) to manage and grow our digital presence across platforms. The role involves content creation, campaign execution, analytics tracking and brand communication to strengthen Genius Filters online visibility.

Key Responsibilities

- Manage social media platforms (LinkedIn, Instagram, Facebook etc.)
- Plan and execute digital marketing campaigns
- Create content for posts, reels, ads and website updates
- Coordinate with design and sales teams for campaigns
- Monitor analytics and prepare performance reports
- Handle basic SEO, email marketing and paid promotions
- Maintain brand consistency across digital channels

Key Skills

- Digital Marketing & Social Media Management
- Content Writing & Campaign Planning
- Basic SEO & SEM knowledge
- Meta Ads / Google Ads (preferred)
- Analytics & Reporting
- Canva / Creative tools (added advantage)

Educational Qualification

Bachelor's Degree in Marketing, Business Administration, Mass Communication, Digital Marketing or related field

Experience

0–3 years of experience in digital marketing or related roles. Freshers with strong digital skills and certifications may also apply.

Preferred Candidate Attributes

- Creative and analytical mindset
- Strong communication skills
- Ability to work independently and meet deadlines
- Willingness to learn and adapt to new digital trends

Job Location

As per company requirement

How to Apply

Interested candidates may send their resume and portfolio to:

Email: hr@geniusfilters.com