

Job Role: Digital Marketing Executive

Location: Lucknow, India

Job Type: Full Time

Salary: Subject to Interview

Experience: 0 to 2 Years

About Logelite Pvt. Ltd.

Logelite is a forward-thinking digital marketing company committed to delivering innovative solutions that drive business growth. We specialize in a wide range of digital marketing services, including SEO, SEM, SMO, SMM, and Website Design and Development. Logelite helps businesses establish a strong online presence and achieve measurable success in the digital landscape.

Job Description:

We are looking for a highly motivated and creative Digital Marketing Executive to join our team at Logelite. The ideal candidate will play a key role in executing and optimizing our digital marketing strategies, ensuring a strong online presence, and driving brand growth through various digital channels.

Responsibilities:

- Develop and execute digital marketing campaigns across multiple platforms (Google Ads, Social Media, SEO, Content Marketing, etc.).
- Create engaging content for social media, blogs, and email newsletters.
- Manage and optimize paid advertising campaigns to improve ROI.
- Monitor and analyze website performance using analytics tools (Google Analytics, SEMrush, etc.).
- Collaborate with the design and content team to create high-quality marketing materials.
- Stay updated on digital marketing trends, tools, and best practices.
- Generate leads and increase traffic through targeted campaigns.
- Report on campaign performance and suggest improvements.
- Assist in the development of marketing strategies and goals for various channels.
- Ensure brand consistency across all digital channels.

Requirements:

- Bachelor's degree in Marketing, Computer Science, or a related field.
- Proven experience in digital marketing is preferred (subject to requirement)
- Proficiency in Google Ads, SEO tools, and social media platforms.

- Strong understanding of analytics tools like Google Analytics.
- Excellent communication, writing, and content creation skills.
- Ability to work independently and as part of a team.
- Creative thinking and problem-solving abilities.
- Strong organizational skills and attention to detail.

Benefits:

Paid leaves, professional development opportunities, etc.

To Apply:

Please send your Curriculum Vitae (CV) and cover letter to hr@logelite.com or apply directly through our Career Page.

