



ANYTIME
INVEST
निवेश आपका, भरोसा हमारा

ANYTIMEINVEST Services Pvt. Ltd.

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SKILLED HELPERS WELCOME !

JOB DESCRIPTION | Digital Marketing Manager

At Anytime Invest, We are looking for a seasoned and strategic Digital Marketing Manager to lead our digital marketing initiatives. This role demands a deep understanding of digital advertising platforms, performance marketing strategies, SEO, email marketing, and lead generation tools. The ideal candidate will have a proven track record of delivering measurable growth through data-driven strategies and innovative marketing approaches.

Role & Responsibilities

*** Digital Marketing Strategy and Execution:**

- * Develop and implement a comprehensive digital marketing strategy aligned with business objectives.
- * Stay ahead of industry trends, digital tools, and emerging technologies to ensure the company remains competitive.

*** Performance Marketing and Advertising:**

- * Design, manage, and optimize high-performing campaigns across platforms such as Google Ads and Meta Ads (Facebook, Instagram etc.).
- * Analyze and optimize performance to achieve targeted KPIs, including ROI, CPA, and CTR.

*** Search Engine Optimization (SEO):**

- * Lead the SEO strategy to enhance organic search rankings, increase website traffic, and drive conversion rates.
- * Collaborate with content creators to ensure on-page and off-page optimization best practices.

*** Lead Generation and Conversion Optimization:**

- * Utilize lead generation tools and strategies to attract, capture, and convert qualified leads.
- * Continuously test and optimize landing pages, forms, and CTAs to improve conversion rates.

*** Email Marketing and Automation:**

- * Develop and execute data-driven email marketing campaigns aimed at customer engagement and retention.
- * Leverage marketing automation tools to segment audiences and deliver personalized messaging at scale.

*** Analytics and Reporting:**

- * Leverage analytics platforms (e.g., Meta Ads, Google Analytics, HubSpot) to measure campaign effectiveness and identify opportunities for improvement.
- * Deliver actionable insights through regular performance reports to key stakeholders.

*** Budget Management:**

- * Allocate and manage digital marketing budgets effectively to maximize results.
- * Ensure spending aligns with campaign goals and business priorities.

*** Team Leadership and Collaboration:**

- * Partner with cross-functional teams, including content, design, and sales, to create cohesive and impactful campaigns.
- * Provide mentorship and guidance to junior team members, fostering a culture of innovation and excellence.

Required Skills & Expertise:

- * Bachelor's or Master's degree in Marketing, Business Administration, or a related field.
- * Demonstrated success in managing multi-channel digital campaigns with measurable ROI.
- * Exceptional communication, organizational, and project management skills.
- * **Digital Advertising:** Expertise in PPC platforms (Google Ads) and social media advertising (Meta Ads, LinkedIn, etc.)
- * **SEO Expertise:** Advanced knowledge of SEO tools and techniques to improve organic search performance.
- * **Email Marketing:** Proficient in email marketing platforms (e.g., Mailchimp, Send & Blow, HubSpot) with a focus on personalization and automation.
- * **Data-Driven Decision-Making:** Strong analytical skills to interpret campaign data and optimize strategies.
- * **Lead Generation Tools:** Proficient in tools such as CRM systems, lead scoring, and marketing automation platforms.

Preferred Work Experience:

- * Minimum of 3 - 5 years of experience in digital marketing or a similar leadership role.
- * Certifications in Google Ads, Meta Blueprint, HubSpot, or related platforms are preferred.

Perks and Benefits:

Salary + Lucrative Bonus

📍 Om Tower, Plot No. -421, 2nd Floor, Kakrola Housing Complex, Kakrola Mor,
Dwarka, New Delhi, Delhi -110078 📞 +91 9818393867

✉ service@anytimeinvest.com 🌐 www.anytimeinvest.com