Marketing Executive – IT Services

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Phone :
Web :

Job Summary

Vacancy : 2
Deadline : Aug 23, 2024
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Employment Status : Full Time
Experience : Below 1 Year
Salary : 8K to 16K
Gender : Any
Career Level : Any
Qualification : Bachelor’s Degree in Marketing

Job Description

We are looking for a talented and motivated Marketing Executive to join our team in Aligarh, specializing in IT services marketing. The ideal candidate will have a strong background in marketing within the IT industry, with a keen understanding of market trends, digital marketing strategies, and a proven ability to drive brand growth and customer engagement.

Key Responsibilities:

1. **Develop and Implement Marketing Strategies:**
• Design and execute effective marketing strategies specifically tailored for IT services.
• Conduct market research to identify emerging trends, competitor analysis, and customer needs.
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2. **Lead Generation and Nurturing:**
• Develop and execute lead generation strategies to attract potential clients.
• Implement lead nurturing processes through marketing automation and CRM systems.
• Plan and organize promotional events, webinars, and trade shows to showcase IT services.
• Coordinate with internal and external stakeholders to ensure successful event execution.

3. **Customer Relationship Management:**
• Build and sustain strong relationships with clients, partners, and stakeholders.
• Address client inquiries and feedback promptly and professionally.
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4. **Market Analysis and Reporting:**
• Conduct regular market analysis to identify opportunities and threats.
• Prepare and present detailed marketing reports to management, highlighting campaign performance and ROI.
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Qualifications:

• Bachelor's degree in Marketing, Business Administration, IT, or a related field.
• Minimum of 2 years of experience in marketing, preferably within the IT services industry.
• Strong understanding of digital marketing tools and platforms (e.g., Google Analytics, SEO, SEM, email marketing tools).
• Proven ability to create and implement successful marketing campaigns.
• Excellent written and verbal communication skills.
• Analytical mindset with the ability to interpret data and make data-driven decisions.
• Proficiency in MS Office Suite (Word, Excel, PowerPoint).
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Education & Experience

Must Have

Educational Requirements

Bachelor's Degree in Marketing

Compensation & Other Benefits