

We're Hiring: Digital Marketing Executive (2–5 Years Experience)

Company: Zenexa Infotech

Location: Infocity, Gandhinagar

Employment Type: Full-Time | Permanent

About the Role

Zenexa Infotech is looking for a passionate and result-driven **Digital Marketing Executive** to join our growing team. The ideal candidate will have **2–5 years of proven experience** in managing end-to-end digital marketing strategies across multiple platforms. You will be responsible for driving online visibility, building brand awareness, and generating quality leads through innovative and data-driven campaigns.

Key Responsibilities

- Plan, execute, and optimize digital marketing campaigns across SEO, SEM, email, social media, and display advertising.
- Manage and grow the company's social media presence across all digital channels.
- Measure and report campaign performance, ensuring alignment with KPIs and ROI.
- Identify new trends, insights, and opportunities to maximize campaign effectiveness.
- Conduct A/B testing, conversion optimization, and funnel improvements.
- Collaborate with cross-functional teams to develop impactful landing pages and enhance user experience.
- Utilize analytics tools (Google Analytics, WebTrends, etc.) to monitor, measure, and improve campaign performance.
- Work with agencies and vendor partners to execute high-quality marketing initiatives.

Preferred Candidate Profile

- Bachelor's/Master's degree in Marketing, Business, or a related field.
- 2–5 years of proven experience in digital marketing.
- Strong expertise in SEO/SEM, Google Ads, email marketing, and social media campaigns.
- Creative mindset with the ability to identify and engage target audiences effectively.
- Proficiency with analytics tools (Google Analytics, NetInsight, Omniture, WebTrends).
- Working knowledge of HTML, CSS, and JavaScript constraints (added advantage).

- Strong analytical, problem-solving, and data-driven decision-making skills.
- Up-to-date with the latest digital marketing trends, tools, and best practices.

Why Join Zenexa Infotech?

At Zenexa Infotech, we value creativity, innovation, and growth. You'll be part of a collaborative team where your ideas matter and your contributions help shape our digital journey.