



Job Title: Digital Marketing

Department: BE/BTECH-Any Stream,MCA,MSC,MBA,MSW

Location: Chennai, India(WFH)

Software Tester - Batch of 2023-2024

Zynofus Technologies Private Limited is seeking a talented and motivated Digital Marketing Executive to join our dynamic marketing team. As a Digital Marketing Executive, you will play a crucial role in developing and implementing digital marketing strategies to promote our products and services, engage our target audience, and drive business growth.

Responsibilities:

- Plan and execute digital marketing campaigns across various platforms, including social media, email, search engine optimization (SEO), pay-per-click (PPC) advertising, and content marketing.
- Create, curate, and manage engaging and relevant content for digital channels, ensuring consistency in brand voice and messaging.
- Monitor, analyze, and report on the performance of digital marketing campaigns using analytics tools, and make data-driven recommendations for optimization.
- Collaborate with cross-functional teams to align digital marketing efforts with overall business goals and objectives.
- Manage and maintain the company's social media profiles and presence, including content creation, community engagement, and follower growth.
- Conduct keyword research and implement on-page and off-page SEO strategies to improve search engine rankings and organic visibility.
- Develop and manage email marketing campaigns, including creating email templates, segmenting lists, and tracking campaign performance.
- Stay up-to-date with the latest trends and best practices in digital marketing, making recommendations for continuous improvement.

- Assist in the creation and optimization of landing pages, website content, and user journeys to enhance online user experience and conversion rates.
- Collaborate with external agencies and partners to execute specific digital marketing initiatives, as needed.
- Identify and evaluate new digital marketing opportunities, tools, and technologies to stay ahead of the curve.

Qualifications and Requirements:

- **Bachelor's degree in Marketing, Communications, Business, or a related field.**
- Previous experience in digital marketing, including social media management, SEO, PPC, and content creation.
- Proficiency in digital marketing tools and platforms, such as Google Analytics, Google Ads, social media management tools, and email marketing software.
- Strong written and verbal communication skills, with the ability to create compelling and engaging content.
- Analytical mindset and data-driven decision-making abilities.
- Creative thinking and the ability to generate innovative marketing ideas.
- Detail-oriented and organized, with strong project management skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Familiarity with HTML, CSS, and website content management systems (CMS) is a plus.

Compensation and Benefits:

Annual Package: Rs.2.5Lakhs per annum

- Competitive salary and benefits package
- Opportunity to work on cutting-edge projects
- Collaborative and supportive work environment
- Opportunities for professional development

Working Conditions	Details
Work hours	The typical work hours for Software Engineers at Zynofus Technologies Private Limited are 9:00 AM to 6:00 PM, Monday through Friday. However, there may be some flexibility in the hours, depending on the project.
Work environment	The work environment at Zynofus Technologies Private Limited is completely work from home . Engineers are encouraged to work together to solve problems and share ideas, but they can do so from

the comfort of their own homes. The company provides all of the necessary equipment and software for remote work, and there are regular online meetings and calls to keep everyone connected.

Application Process:

Interested candidates from the batch of 2023-2024 are encouraged to apply through the Registration Link Below: <https://forms.gle/rjAaHRXMUhBScfvC8>

At Zynofus Technologies, we value diversity and provide equal employment opportunities. We are committed to nurturing talent and offering a supportive work environment that empowers our employees to excel in their careers.

If you are enthusiastic about leveraging your skills to create impactful technology solutions, we look forward to receiving your application.

