

Business Development and Digital Media Executive

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Company: Innovative Design Associates

Location: new delhi

Category: other-general

Company Description Innovative Design Associates (IDA) is an interiors contracting company that specializes in interior fit-outs, renovation, retrofits, refurbishment, MEPF, HVAC, furniture fixture, and construction. IDA has completed 300+ projects and has a reputation for sound management principles, highest quality standards, and ethical business practices. The company is located in Delhi, India and has a competent team of professionals who work collaboratively with clients to translate concepts to life.

Role Description This is a full-time on-site role for a Business Development and Digital Media Executive. The Executive will be responsible for new business development, lead generation, account management, business communication, and customer engagement. The role requires close collaboration with the sales, marketing, and operations teams to deliver targeted marketing campaigns and generate leads. The Executive will also manage social media platforms and create content for digital marketing campaigns.

Qualifications New business development, lead generation, and account management skills
Strong business communication skills, both written and verbal
Customer engagement skills and ability to build long-term relationships
Experience with digital marketing and social media management
Proficiency with CRM software and online collaboration tools
Strong analytical and problem-solving skills
Bachelor's degree in Business Administration, Marketing, Communications, or related field
Experience in the construction industry is a plus

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