

## Business Development Manager (Digital Marketing)

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Company: Marquis Advertising and Marketing

Location: pune

Category: other-general

Position: Business Development Manager - Digital Department

**Company**  
Description Marquis Advertising and Marketing, a renowned 360-degree Advertising & Marketing Company, stands as a pillar of innovation with over two decades of industry expertise. Specializing in delivering result-driven campaigns across various platforms such as social media, outdoor spaces, airports, SEO, email, PPC, and content marketing, we have become a distinguished name in the industry. Known as a trailblazer in Out-of-Home (OOH) advertising, our expertise in this dynamic medium further solidifies our position as a comprehensive and influential player in the advertising landscape.

**Role Description**  
As a Business Development Manager for our Digital Department, you will be at the forefront of expanding our digital marketing services. Drawing upon your in-depth knowledge of digital marketing trends, tools, and strategies, you will identify and capitalize on business opportunities. Your primary responsibility will be to promote and sell our digital services, ensuring revenue targets are met and exceeded. (Candidates connected to the education industry would have an advantage)

**Key Responsibilities**  
**Market Analysis:** Conduct market research to identify potential clients and assess market demands for digital marketing services.  
**Client Acquisition:** Develop and execute effective strategies to acquire new clients within the digital domain.  
**Relationship Building:** Foster and maintain strong relationships with existing and potential clients, understanding their business needs and aligning our digital solutions accordingly.  
**Sales Presentations:** Deliver compelling presentations showcasing our digital services, emphasizing the value proposition and benefits.  
**Revenue Generation:** Meet and exceed sales targets, contributing to the overall growth and success of

the Digital Department. Collaboration: Collaborate with internal teams to ensure seamless project transitions and client satisfaction. Qualifications Experience: Proven track record in sales, with a focus on digital marketing services. Knowledge: In-depth understanding of digital marketing trends, tools, and strategies. Communication Skills: Excellent verbal and written communication skills for effective client interactions and sales presentations. Networking: Strong networking skills with the ability to build and nurture professional relationships. Initiative: Proactive and self-motivated, with the ability to identify and pursue business opportunities. Team Player: Collaborative approach in working with internal teams to achieve common goals. Education: Bachelor's degree in Marketing, Business, or a related field. Most Importantly The ideal candidate will bring a passion for digital marketing, a results-oriented mindset, and the ability to thrive in a dynamic and competitive industry. Your role as a Business Development Manager will be pivotal in shaping the success of our Digital Department. CTC: 4.2L - 6L annual

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