

Online Project Bidder (Digital Marketing)

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Company: Snaphunt

Location: India

Category: business-and-financial-operations

The Offer

Attractive Salary & Benefits

Opportunity within a company with a solid track record of performance

Work alongside & learn from best in class talent

The Job

You will be responsible for :

Developing and implementing comprehensive digital marketing programs in line with brand plans and business priorities.

Working with content marketing and design teams to create suitable content for each stage of a customer's digital journey.

Reviewing and optimising the design and content of all online assets including the company website and social media pages.

Planning and control of the digital marketing budget and spend by allocating budgets to different channels.

Using A/B testing to optimise digital marketing performance.

Analysing the results and effectiveness of campaigns to deliver actionable insights and

recommendations and generating monthly reports on the digital marketing portfolio.

Building the sales funnel generating leads via cold calling, emailing and other lead generation activities.

Handling incoming queries and building good client relationships.

Ensuring all leads are well qualified by identifying the correct decision makers and understanding their requirements.

Handing over qualified leads to the sales teams with the objective of closing the sale.

Maintaining and updating the lead generation database.

Achieving weekly/monthly targets as set out by the business.

The Profile

You have at least 1 year experience ideally in Digital Marketing or Inside Sales / Sales Development Representative within Professional Services and IT industry.

Experience within would be a strong advantage.

You have a proven track record of meeting/exceeding your targets.

You possess excellent interpersonal as well as written and verbal communication skills.

You are highly goal driven and work well in fast paced environments

You are a strong networker & relationship builder

You pay strong attention to detail and deliver work that is of a high standard

Effective communication

Writing winning proposals

Pre-sales communication

self-learning capabilities

Result-driven approach

6-12 month experience (preferred)

The Employer

Our client is an AI-first company fully-owned and operated by Indian technopreneurs. Our client symbolises the Bee Spirit – Wisdom, Dedication, Teamwork, Efficient Communication, Collective Responsibility, and Quality Output. Our client aims to empower businesses with innovative Artificial Intelligence products and digital services that enhance their workflows and help them grow with greater stability.

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