

## **Job Description: Digital Marketing Executive**

**Company Name:** WHYBE India **Location:** Vatva GIDC, Ahmedabad

**Experience:** 1-2 Years (Freshers Can Apply) **Employment Type:** Full-Time

### **About Us**

WHYBE India is a leading sourcing company specializing in industrial products and solutions. As we continue to grow, we are looking for a dynamic and creative **Digital Marketing Executive** to join our team. This role offers an excellent opportunity for freshers or individuals with up to 2 years of experience to gain hands-on experience in the exciting world of digital marketing.

### **Key Responsibilities**

- Plan and execute digital marketing campaigns across platforms like Google, Facebook, and LinkedIn. Create engaging content for social media, email campaigns, and blog posts.
- Optimize company websites for SEO to enhance online visibility and search rankings.
- Monitor and analyze campaign performance using tools like Google Analytics.
- Manage and grow social media accounts by posting content, responding to comments, and building brand awareness.
- Conduct market research to identify trends, target audiences, and opportunities for improvement. Collaborate with internal teams to align digital strategies with company goals.

### **Qualifications**

- Bachelor's degree in Marketing, Digital Marketing, or a related field (preferred but not mandatory).
- Freshers are welcome to apply; 1-2 years of experience in digital marketing will be an added advantage.
- Basic knowledge of SEO, social media platforms, and digital marketing tools.
- Strong written and verbal communication skills. Creative mindset and ability to think out-of-the-box.
- Familiarity with tools like Canva, Adobe Suite, or video editing software is a plus.

### **What We Offer**

- Competitive salary package. Opportunities for professional growth and learning.
- A collaborative and innovative work environment. Exposure to diverse digital marketing campaigns and strategies.

### **How to Apply**

If you're excited to kickstart or enhance your career in digital marketing, send your resume to [info@whybeindia.com](mailto:info@whybeindia.com)

**Join WHYBE India and make an impact in the digital landscape while growing with a progressive company.**