



<https://niflyer.com/job/digital-marketing-specialist/>

Digital Marketing Specialist

Description

Drive user acquisition and retention through data-driven marketing strategies and innovative campaigns across multiple channels.

Responsibilities

- Develop and execute growth marketing strategies
- Manage paid advertising campaigns
- Analyze user behavior and conversion funnels
- Optimize marketing campaigns for ROI
- Collaborate with product and sales teams

Qualifications

- 3+ years in growth marketing or digital marketing
- Experience with analytics tools (Google Analytics, Mixpanel)
- Proven track record of A/B testing and optimization
- Knowledge of SEO, SEM, and social media marketing
- Strong analytical and data interpretation skills
- Experience with marketing automation tools

Job Benefits

- Performance-based bonuses
- Marketing budget for experiments
- Access to premium marketing tools
- Flexible working arrangements
- Career growth opportunities

Hiring organization

Niflyer

Employment Type

Full-time

Beginning of employment

Immediate

Industry

IT

Job Location

jadavpur, 731204, kolkata, west bengal, india

Base Salary

120

Date posted

July 10, 2025