



# Job Title: Digital Marketing Specialist

**Location:** Noida

Company: Nuform Social pvt ltd

## About Us:

Nuform Social is a new-age IT and Digital Marketing Company headquartered in Noida that specializes in creating innovative solutions for digital marketing and IT for your business with a focus on providing an incredibly satisfying experience. We offer a range of services, including marketing automation, application and software development, digital marketing, search engine optimization, social media marketing, search engine marketing, content marketing, mobile app development, email marketing, and corporate advertisement.

## Job Description:

We are seeking a highly motivated and experienced Digital Marketing Specialist to join our team. The ideal candidate will have a passion for digital marketing and a track record of driving successful campaigns across various digital channels. As a Digital Marketing Specialist, you will be responsible for developing, implementing, and managing our digital marketing strategies to promote our products/services and grow our online presence.

## Key Responsibilities:

**Develop Digital Marketing Strategies:** Develop comprehensive digital marketing strategies to increase brand awareness, drive website traffic, and generate leads/sales.

**Manage Digital Campaigns:** Plan, execute, and optimize digital marketing campaigns across various channels, including but not limited to email, social media, search engine optimization (SEO), pay-per-click (PPC), and display advertising.

**Content Creation:** Create engaging and high-quality content for digital platforms, including website, blog, social media, and email campaigns.

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Unit No. 637 & 638,  
Tower B, On 6<sup>th</sup> Floor, Alphathum Office Mall  
Sector-90, Noida, Uttar Pradesh-201305



[info@nuformsocial.com](mailto:info@nuformsocial.com)



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**Social Media Management:** Manage and grow our social media presence on platforms such as Facebook, Twitter, LinkedIn, Instagram, and others. Develop and execute social media campaigns to engage our target audience and drive meaningful interactions.

**SEO and SEM:** Optimize website content and structure for search engines (SEO) to improve organic search rankings. Manage pay-per-click (PPC) advertising campaigns to drive traffic and conversions.

**Analytics and Reporting:** Monitor and analyze key performance indicators (KPIs) to track the effectiveness of digital marketing efforts. Prepare regular reports and provide insights to improve campaign performance and ROI.

**Stay Updated:** Stay abreast of the latest trends, best practices, and technologies in digital marketing. Continuously evaluate and recommend new digital channels and strategies to reach our target audience and achieve business objectives.

## **Requirements:**

Bachelor's degree in Marketing, Communications, or a related field.

Proven work experience of 3-5 years as a Digital Marketing Specialist or similar role.

In-depth knowledge of digital marketing channels, tools, and techniques.

Experience with web analytics tools (e.g., Google Analytics, Adobe Analytics) and digital marketing platforms (e.g., Google Ads, Facebook Ads Manager).

Strong analytical skills and data-driven mindset.

Excellent written and verbal communication skills.

Creative thinking and problem-solving abilities.

Ability to work effectively in a fast-paced environment and manage multiple projects simultaneously.