

Position: Digital Marketing Champion

Work Location: Pune

Qualification: Undergraduate (Any Stream)

About DeltaX

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally buy, track, attribute and report ad campaigns across search, social media, display RTB, Mobile, Video and other media channels. Founded in 2012, the platform serves as the pioneer in the Advertising Technology Industry. The cutting edge technology has empowered digital marketing teams across the globe with deep insights, automated ROI based spends optimization, activating award winning technology - driven campaigns.

About Digital Marketing Champion

As a Digital Marketing Champion, you are someone who is committed, disciplined and number driven and with an eagle's eye for catching the tiniest of performance gaps. We are looking for an individual who has sound mathematical ability and interest in digital media, who can think on their feet and can drive insight from data.

Your day to day responsibilities shall encompass:

- Plan and execute digital media campaigns (e.g. pay-per-click, search engine marketing, paid inclusion and other pay-for-performance marketing)
- Maintain and operate day-to-day campaign spend and allocation for client's paid search portfolio
- Identify and execute optimization recommendations to increase campaign ROI
- To partner closely with the product development, sales and technical account management teams and drive platform innovation and capture market opportunity
- Manage DeltaX bid tool for campaign trafficking, optimization and reporting
- Deliver comprehensive campaign analytics including but not always limited to paid search insights (may also include organic search, other paid media formats, website, social, mobile, qualitative, secondary data, etc.)
- To actively build relationships with clients and client partners
- Ability to understand the client's business goals to anticipate future needs and help determine the ideal solutions

What you'll need to succeed in the role:

- Bachelors/ Graduate in any stream with keen interest in Digital Marketing
- Must be able to thrive in a fast paced environment and be motivated to take on new challenges
- Demonstrate an ability to take initiatives and work independently as well as in a team environment
- Must be proactive, organized and result oriented with a strong sense of ownership
- Good oral and written communication skills

- Willingness to learn, adapt and grow
- Basic Excel and Presentation skills

Hiring Process:

- Assessment Test
- Interview Rounds
- Offer letter