

Job Title: Digital Marketing Strategist (Content-Focused)

Location: Indore

Job Type: Full-time

Experience: 4+ years in Digital Marketing, preferably in the IT industry

Work Arrangement: On-site (Work from Office)

Job Overview:

Advantal Technologies Ltd. looking for an experienced Digital Marketing Strategist with strong content writing and planning expertise to lead and execute digital marketing initiatives for our IT services portfolio. The ideal candidate will be responsible for building data-driven marketing strategies, creating compelling content, and driving brand visibility, lead generation, and business growth across digital channels.

Key Responsibilities

- Develop and execute digital marketing strategies to drive brand visibility and lead generation.
- Manage SEO, SEM, PPC, email marketing, content marketing, and social media channels.
- Create and manage technical and marketing content including website content, blogs, case studies, ad copies, and social media posts.
- Translate technical and IT solutions into clear, engaging, and SEO-friendly content.
- Plan and execute paid ad campaigns on Google, LinkedIn, and Meta platforms.
- Conduct keyword research, SEO optimization, and competitor analysis.
- Optimize website content, landing pages, and conversions.
- Track campaign performance, analyze data, and share actionable insights.
- Collaborate with designers, developers, and internal teams for aligned branding.

Key Skills & Qualifications

- Bachelor's/Master's degree in Marketing, IT, Computer Science, or related field.
- 3+ years of experience in digital marketing, preferably in an IT/tech environment.
- Strong expertise in SEO, Google Ads, Analytics, and social media marketing.
- Proven experience in technical content writing for IT/software domain.
- Hands-on experience with tools like Semrush, Zoho, Mailchimp, etc.
- Ability to manage multiple projects with strong communication skills.
- Digital marketing certifications are a plus.

How to Apply:

Interested candidates can share their updated resumes at hr@advantal.net, Contact: 9131295441

Join us and be a part of our journey to digital excellence!