

Designation	Sr. Manager / AVP
Role	Performance Marketing
Industry	Financial Services / Broking
Academic background	Qualification: MBA
Reporting to	Marketing Head
Team Management	NA
Work experience	Min 3 Years
Key Responsibilities	<ul style="list-style-type: none"> Plan and execute all digital Lead Generation activities, including SEM, database, email, social media, Display campaigns, Affiliates marketing, Retargeting, web tracking, and more for B2B as well as B2C businesses across all verticals of the Group. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs) Create and manage new system/processes to centralize the lead flow and maximize lead usage by individual business and cross-selling of products and ensure zero wastage of leads. Study, identify trends and insights, and optimize existing campaigns, spends, and performance based on these insights. Brainstorm new and creative growth and optimization strategies Collaborate and work closely with various business verticals, creative teams, agencies, IT teams, and other relevant stakeholders to successfully plan and execute various campaigns. Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
Technical Skills	
Additional Desirable Skills	