



Digital Marketing Manager

Location: Noida (Hybrid Mode: 2 Days from Office)

Experience: 12+ years driving revenue marketing in the US, MENA, and Africa region

About the Role:

We're looking for a Digital Marketing Manager who turns marketing into revenue – not just traffic. You'll own two websites, strategies and execute performance marketing (Google Ads, LinkedIn Ads, Meta Ads) and SEO/GEO programs. You'll use AI to move faster on ideas, copy, and testing without cutting corners on quality. Success means more qualified meetings, more pipeline, and less spend per opportunity.

Core Responsibilities

Demand Generation:

- Design, implement, and optimize full-funnel demand generation strategies that build awareness, generate qualified leads, and accelerate pipeline across retail verticals
- Develop 1:1, 1:few, and 1:many ABM campaigns across paid media, SEM, content syndication, email, social, webinars, and virtual/in-person events
- Plan and deliver co-branded campaigns, events, and webinars.
- Keep a close eye on metrics – leads, conversions, CPL, CAC – and adjust fast.

Organic and Content Growth:

- Manage and grow our two global websites – keep them fast, sharp, and built to convert.
- Improve conversion rates across both website pages and landing pages
- Lead SEO efforts end-to-end (technical, on-page, off-page) using GA4, Semrush, Ahrefs.
- Use AI tools smartly to boost SEO, content, and campaign performance – you should know how LLMs are changing the game.
- Build and optimize organic demand funnels that move the needle on MQLs, SQLs, and pipeline growth.

**What We're Looking For:**

- Brings 12+ years of progressive B2B SaaS marketing experience with strong focus on revenue marketing
- Has built demand funnels across US, MENA, and Africa — from 0→1 and then taken to 10
- Hands-on with Google Ads, LinkedIn Ads, Facebook Ads, and knows what works where
- Knows SEO inside out — both technical and content side.
- Is familiar with tools like Google Analytics, SEMrush, Ahrefs.
- Understands how AI and LLMs are changing SEO and content marketing.
- Is proactive, data-driven, loves testing, and doesn't wait around for instructions.

Perks:

- A real opportunity to make a direct impact on growth
- Open, collaborative, growth-oriented culture