

ABOUT SAPIO ANALYTICS

We at Sapio intend to IMPACT-IMPROVE-INFLUENCE. Our team is spread across India, UK, and Silicon Valley focused on creating high-end data-based algorithms powered by AI, on the path to becoming the first purely artificially intelligent policymaking system in India and probably the world. Sapio is on its path to becoming the go-to product for any government body to make decisions, the go-to product that all stakeholders (government representatives, citizens, data experts) would want the government to use before making decisions.

About Marketing Executive:

We are looking for a Marketing Executive to undertake marketing projects for the benefit of our company. The ideal candidate will be passionate about the “art” of marketing and will have an abundance of ideas for building efficient strategies. He/she must bring forth a strong arsenal of techniques and methods to promote our products, services and public image. The goal is to reach out to the market and cultivate the customer’s interest in our products and services in ways that strengthen our reputation and facilitate our continuous growth.

Responsibilities:

- Good knowledge of digital marketing concepts.
- Launch optimized online adverts through Google Adwords, Facebook, etc.
- Candidates should be able to work on different aspects of digital marketing such as Google Adwords, Social media marketing, SEO, Affiliate marketing, YouTube marketing, etc.
- Good Designing skills.
- Social Media - Work with the content team on SEO strategy.
- Managing digital campaigns on affiliate pages and websites -Sound Skills in SEO, SEM, PPC, Content Marketing, Analytics & Mail Automation

Requirements:

- Communication and Interpersonal skills
- Customer-facing skills.
- Commercial awareness.
- The ability to think strategically

- Copywriting and design skills in order to produce marketing materials for both print and online.
- Creativity.
- Designing Skill.
- Analytical skills to evaluate marketing campaigns

Salary: As Per Industry Standard.