

# Digital Marketing Executive

## Transform Tech Marketing with Your Creativity and Vision

At HyScaler, you'll be constantly challenged and inspired. We are a fast-paced company at the forefront of tech innovation, and you'll have the opportunity to contribute to cutting-edge solutions that shape the future of next-generation businesses. We are driven by a shared mission to help businesses achieve their goals through the power of technology.

Ever picture a visionary tucked away, dreaming of building the future of tech in a place no one expected? That's HyScaler's origin story. We're a team of audacious minds who believe our ideas, combined with yours, craft an extraordinary tech narrative on the world's stage.

Here's the thing: success to us isn't just about groundbreaking solutions (though we're all about those!). We prioritize meaningful contributions and a healthy work-life balance for our team.

So, if you share our values and believe you can change the game with your vision, then this is your chance to join the story. We combine the perfect blend of process and passionate people – and that's where you come in.

## What Would You Be Doing in This Role

### Digital Marketing Executive, Bhubaneswar

- **Strategy Maestro:** Develop and execute digital marketing campaigns across multiple platforms including search engines, social media, and email.
- **Content Creator:** Create engaging and persuasive content for digital channels including websites, blogs, social media posts, etc.
- **SEO Specialist:** Optimize website content and structure to improve search engine visibility and increase organic traffic.
- **Brand Ambassador:** Work with brands to create and implement monthly Digital Media strategies.
- **Customer Experience Champion:** Supervise all aspects of Digital Media interaction between customers and the company, ensuring a positive customer service experience.
- **Tech Trendsetter:** Stay up-to-date with current technologies and trends in social media, design tools, and applications.
- **Project Manager:** Handle day-to-day deliveries of all Digital Media projects as well as in-house brands of the organization.

## Are You The One?

- **Digital Dynamo:** 0-3 years of experience in Social Media/Digital Marketing management.
- **Academic Edge:** Bachelor's/Post Graduate degree in Business, Marketing, or a related field.

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- **SEO Savant:** Good knowledge of Search Engine Optimization, ORM, and internet ranking for web content.
- **Target Audience Expert:** Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention.
- **Strategic Thinker:** Strong understanding of marketing strategy and how to utilize these concepts throughout various forms of outreach.
- **Content Enthusiast:** Passionate about Digital Marketing & strong desire to try new & innovative content across Digital/Social Media.
- **Creative Curator:** Hands-on experience in content management. Ability to curate and deliver creative content (text, image, and video).
- **Design Dabbler:** Basic knowledge in Photoshop, Illustrator, and Adobe After Effects.
- **Communication Virtuoso:** Excellent communication skills in both written and spoken English.
- **Analytical Ace:** Analytical and multitasking skills. Excellent presentation skills.

Do you see yourself as a Digital Dynamo, shaping the future of marketing with HyScaler? If so, we want to hear from you!

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