



Persistent Networks

Job Title: Digital Marketing Executive

Company: Persistent Networks Pvt. Ltd.

Experience: 0–2 Years

Salary: Negotiable

Location: 814–816, Nexus Esplanade, Rasulgarh, Bhubaneswar

About the Company

Persistent Networks Pvt. Ltd. is a trusted IT solutions company based in Bhubaneswar, Odisha. We help businesses and organizations leverage technology to grow and operate efficiently.

Our core services include:

- IT Infrastructure Setup & Management
- IT FMS Support
- Cybersecurity Solutions
- Cloud Solutions
- Smart Classroom Systems
- Security Surveillance Systems

We deliver reliable, secure, and scalable solutions to businesses, educational institutions, government departments, and private organizations.

Job Summary

We are looking for a creative and result-driven Digital Marketing Executive to plan, execute, and optimize online marketing strategies. The candidate should also have hands-on skills in video content creation, including reels and testimonial videos, along with basic knowledge of AI tools for marketing automation and content creation.

Key Responsibilities

- Plan and execute digital marketing campaigns across SEO, SEM, Social Media, and Email Marketing
- Manage and optimize website content for better ranking and user experience
- Handle social media platforms (Facebook, Instagram, LinkedIn, etc.)
- Create engaging content including posts, blogs, and creatives
- Run and monitor paid campaigns (Google Ads, Meta Ads)
- Generate leads through digital channels
- Analyze campaign performance using tools like Google Analytics and Search Console
- Prepare reports and suggest improvements
- Coordinate with design and development teams

Video & Content Creation:

- Create and edit Instagram Reels, short videos, and promotional clips
- Plan and shoot client testimonial videos and company branding videos
- Optimize video content for engagement and reach across platforms

AI & Automation Responsibilities:

- Use AI tools (ChatGPT, Canva AI, etc.) for content creation and ideas
 - Stay updated with the latest AI trends in digital marketing
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Requirements

- Bachelor's degree in Marketing, IT, Business, or related field
 - 0–2 years of experience in Digital Marketing
 - Basic knowledge of SEO, Social Media Marketing, and Paid Ads
 - Hands-on experience in video editing tools (CapCut, Premiere Pro, Canva, etc.)
 - Knowledge of AI tools for marketing is a plus
 - Good communication and creative thinking skills
 - Strong analytical and problem-solving ability
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Why Join Us?

- Work on real-world digital marketing and branding projects
- Hands-on experience with reels, video marketing, and AI tools
- Opportunity to build a strong portfolio
- Growth-oriented and supportive work culture