Interview

Senior Digital Marketing Executive
Graduates between 2014 and 2020
January 2026

Job Description:

We are seeking a Digital Marketing Executive with strong experience in Product Marketing, Growth Hacking, Demand Generation, and Performance Marketing.
You will plan and execute online marketing strategies to increase brand awareness, generate qualified leads, and drive product adoption.
This role involves close collaboration with the growth and product teams to optimize campaigns across multiple digital channels.

Responsibilities:

- Plan and execute digital marketing campaigns across Google Ads, LinkedIn, and social media platforms.
- Analyze user behavior and campaign data to identify growth opportunities and optimize conversions.
- Manage SEO/SEM, content marketing, and email automation workflows.
- Develop and implement Generative Engine Optimization (GEO) strategies to enhance visibility across AI-driven search platforms (ChatGPT, Gemini, Perplexity, etc.).
- Monitor and report on campaign performance metrics including CTR, CAC, and conversions.
- Collaborate with the content, product, and design teams to create high-performing ad creatives, landing pages, and blog content.
- Conduct keyword research, competitor analysis, and identify opportunities for brand and traffic growth.
- Manage affiliate and partnership campaigns to expand reach and engagement.
- Use tools such as HubSpot, Google Analytics, Search Console, and Power Automate for tracking and campaign optimization.

Requirements:

- Minimum 5 years of experience in digital marketing, growth, or product marketing roles.
- Excellent communication and presentation skills.
- Strong analytical mindset with hands-on experience in performance marketing and funnel optimization.
- Proficiency in tools such as Google Ads, Analytics, HubSpot, Mixpanel, Hotjar, and LinkedIn Campaign Manager.
- Proven track record of running data-driven marketing experiments and improving conversion metrics.

Educational qualification:

- Any degree - Regular (UG/PG), Minimum of 65% in all academics (HSC mandatory)
- Graduates between 2014 and 2020
- No gaps of any kind

Experience Level: 5 to 10 years.

Benefits:

- Competitive salary and performance-based incentives.
- Comprehensive health insurance coverage.
- Paid leaves and a supportive work-life balance.
- Work-from-home flexibility after the probation period.
- Opportunity to work on cutting-edge AI and GEO marketing initiatives for global SaaS products.
- Collaborative, innovative work culture within a globally recognized tech company.

Interested and Eligible candidates can share your resume to recruitment.chn@syncfusion.com on or before January 31st, 2026.

Note: - Those who attended the interview already are not eligible for this interview.