

Campaign Manager (Digital Marketing)

Location: Neelkanth Business Park, Vidyavihar East

Salary Range: ₹25,000 – ₹30,000/month

Role Summary:

The Campaign Manager will lead digital marketing campaigns across channels for Endovia Wealth, ensuring brand visibility, lead generation, and customer engagement. This role will cover paid ads as well as direct communication channels like email and WhatsApp.

Key Responsibilities:

- Plan, execute, and optimise digital campaigns (Google Ads, Meta, LinkedIn, etc.).
- Run campaigns across **Email, WhatsApp, and push notifications** for client engagement and retention.
- Work with the Product Owner to align campaigns with product priorities.
- Manage ad budgets, monitor spend, and ensure campaigns deliver on CPL & CAC targets.
- Create engaging content calendars for social media handles.
- Collaborate with creative and content teams for ad copies and creatives.
- Track, analyse, and report campaign performance metrics.

Requirements:

- 2–3 years of hands-on experience in digital marketing campaign management.
- Proficiency in Meta Ads Manager, Google Ads, and campaign tracking tools.
- Experience in **Email marketing platforms (e.g., Mailchimp, SendGrid)** and **WhatsApp Business campaigns**.
- Understanding of SEO/SEM and social media marketing.
- Data-driven mindset with strong analytical and reporting skills.
- Creative thinker with the ability to design campaigns that resonate with audiences.