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# Marketing Executive

## Job Description

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Revalsys Technologies (P) Ltd. is looking for dynamic and savvy, Marketing Executives to join our company

### Experience

1+ years in relevant field

### Education

Any Graduate

### Location

Hyderabad

### Roles and Responsibilities

- Good understanding of visual storytelling and content structuring for presentations and flyers
- Studying the company's products and their benefits for users
- Developing effective marketing strategies and plans
- Create and curate high-quality, engaging content across various formats, including blog posts, infographics, videos, social media posts, and more
- Understanding of technology and software

- Planning, directing, coordinating, and evaluating an organization's marketing strategies
- Plan promotional campaigns and negotiate advertising contracts with various media outlets to build brand awareness
- With the help of market research, identify appropriate consumer markets and devise effective plans to reach them
- Assist in developing various digital marketing materials
- Coordinating with the digital marketing team to publish different social media content
- Understanding marketing requirements and taking quick actions as per the guidelines
- Working closely with agencies and tech teams on business and content requirements
- Coordinating with internal teams to plan, track, and execute assigned marketing tasks effectively
- Self-starter with strong attention to detail
- Analyze and report on the success of marketing campaigns and make recommendations for improvement
- Excellent English communication skills
- Knowledge of SEO, SEM, digital sales, and digital marketing is an added advantage
- Create professional presentations (PowerPoint) for sales pitches, product demos, and internal communications
- Design and develop product brochures and marketing flyers aligned with brand guidelines
- Hands-on experience using AI content generation tools such as ChatGPT for creating marketing content, presentations, and promotional materials

- Collaborate with sales and product teams to create customized presentations and marketing collaterals for client requirements

### **Desired Candidate Profile**

- Background in design and copywriting is a plus
- Experience in market analysis and familiarity with product marketing tactics
- Strong skills in PowerPoint, Canva, or similar design and presentation tools
- Experience leveraging AI tools (e.g., ChatGPT, Gemini, etc.) to improve content quality, speed, and creativity

### **Requirements**

- Any graduate or degree in Communications, Marketing, Advertising, or an equivalent field is preferred
- Excellent writing and editing skills with the ability to create compelling content across various formats
- Effective communication skills
- Proficient in Excel, MS Office, and marketing software/tools

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