



Company: Subhankar Associates

Location: Bhubaneswar, Odisha

Employment Type: Full-Time

Experience: 1–2 Years

About the Role

Subhankar Associates is looking for a creative, enthusiastic, and result-oriented **Digital Marketing Executive** to strengthen our digital presence. The ideal candidate should have a passion for social media, content creation, and emerging AI technologies, with the ability to execute impactful digital marketing campaigns.

Key Responsibilities

- Manage and grow the company's social media platforms.
- Create engaging content, including posts, reels, videos, and marketing creatives.
- Plan and execute digital marketing campaigns.
- Monitor social media trends, audience engagement, and competitor activities.
- Analyze campaign performance and prepare performance reports.
- Coordinate with internal teams to support branding and promotional activities.
- Utilize AI tools to improve content creation and marketing productivity.

Eligibility Criteria

- Bachelor's degree in any relevant discipline.
- 1–2 years of experience in Digital Marketing or Social Media Marketing.
- Freshers with exceptional skills and a strong portfolio may also apply.

Required Skills

- Social Media Marketing (Facebook, Instagram, LinkedIn & YouTube)
- Content Creation & Copywriting
- Photo & Video Editing (Canva, Photoshop, CapCut/Filmora or similar tools)
- Basic Graphic Design
- Knowledge of Digital Marketing Trends
- Familiarity with AI tools such as ChatGPT, Gemini, Canva AI, etc.
- Excellent communication, creativity, and analytical skills.

How to Apply

Interested candidates may send their **updated Resume/CV** along with their **portfolio (if available)** to:

✉ digital.team@subhankarassociates.com or ✉ media@subhankarassociates.com

Subject: Application for Digital Marketing Executive – Your Name