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Digital Marketing Executive – Performance Marketing Specialist

Hiring organization
Efficienza Business Solutions

Employment Type
Full-time

Job Location
Chennai

Experience
2 – 5 Years

Date posted
October 6, 2026

Description

We are looking for a Digital Marketing / Performance Marketing Executive to lead digital growth, e-commerce marketing, marketplace visibility, CRM campaigns, influencer marketing, and brand content for a fast-growing beauty and lifestyle brand.

The ideal candidate should have 2–5 years of experience in beauty, skincare, lifestyle, D2C, retail, or e-commerce marketing. You should be equally comfortable creating a campaign idea, briefing a designer, managing Meta and Google campaigns, optimizing marketplace listings, reviewing ROAS, and building retention campaigns.

You will own growth across D2C, Amazon, Nykaa, Flipkart, Myntra, Purplle, retail e-commerce, social media, influencers, CRM, and paid media channels.

This is a hands-on role for someone who can combine creativity with numbers and brand storytelling with performance marketing.

Responsibilities

Performance Marketing

1. Plan and execute paid campaigns across Meta, Google, YouTube, influencers, affiliates, and other channels.
2. Own marketing for the D2C website and retail chain e-commerce platform.
3. Optimize listings and visibility across Amazon, Nykaa, Flipkart, Myntra, Purplle, and other marketplaces is a true plus.
4. Manage CRM, email, SMS, WhatsApp, and retention campaigns.
5. Track traffic, conversions, ROAS, CAC, LTV, repeat rate, and engagement.
6. Build and manage campaign calendars for product launches, seasons, offers, and sales.
7. Manage social media content, influencer programs, blogs, video shoots, and creator collaborations.
8. Coordinate with creative, content, media, marketplace, and performance teams or agencies.
9. Track competitors, category trends, beauty trends, and consumer behaviour.
10. Use data insights to improve budgets, campaigns, content, and sales performance.

SEO Management

1. Develop and execute comprehensive SEO strategies to improve organic search rankings and website traffic
2. Conduct keyword research, competitor analysis, and content gap analysis
3. Optimize on-page elements including meta tags, headings, and content structure
4. Build high-quality backlinks and manage off-page SEO initiatives
5. Perform regular technical SEO audits and implement recommendations
6. Monitor and analyze SEO performance using advanced analytics tools

Requirements

1. 2–5 years of experience in digital marketing for e-commerce, or brand marketing.
2. Experience in beauty, skincare, cosmetics, lifestyle, fashion, or D2C brands preferred.
3. Strong understanding of performance marketing, marketplaces, and consumer behaviour.
4. Hands-on experience with Meta Ads Manager, Google Ads, Google Analytics, Shopify, Canva, CRM tools, and marketplace dashboards.
5. Ability to manage influencers, creators, agencies, and internal teams.
6. Strong communication, storytelling, and analytical skills.
7. Startup mindset: fast, frugal, flexible, and ownership driven.

Success Metrics

1. Digital sales growth across D2C and marketplaces.
2. Improved ROAS, CAC, LTV, repeat rate, and engagement.
3. Successful campaign and product launch execution.
4. Better marketplace visibility, rankings, and conversions.
5. On-time marketing calendar execution and budget discipline.

This role is perfect for a marketer who can think like a brand builder, execute like a growth manager, and analyze like a performance marketer.