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Brand Strategy & Growth Marketing Executive (D2C)

Description

Company: Bohomonk Foods

Location: HSR Layout, Bengaluru (Work From Office)

CTC: Up to ₹3,00,000 per annum

Experience: 2–3 Years

Industry Preference: D2C | FMCG | Food & Beverage | Consumer Brands

About Bohomonk

Bohomonk is building the next generation of authentic Indian food brands. We're looking for a growth-minded marketer who loves building brands, understanding consumers, and turning ideas into measurable business results.

This is not just another digital marketing job. You'll work directly on brand strategy, product launches, content, performance marketing, customer growth, and marketplace execution.

Responsibilities

What You'll Do

- Develop and execute brand growth strategies for Bohomonk's D2C business.
- Own digital marketing across Meta, Google, Instagram and other growth channels.
- Plan and execute performance marketing campaigns with strong focus on ROAS, CAC, CTR and conversions.
- Build monthly marketing calendars, campaign plans and product launch strategies.
- Work with designers, content creators and agencies to create high-converting creatives.
- Analyze customer behaviour, market trends and competitor activities to identify growth opportunities.
- Track campaign performance using Google Analytics, Meta Ads Manager and reporting dashboards.
- Improve website and landing page conversion rates through continuous testing and optimization.
- Support Amazon/Flipkart and other marketplace marketing initiatives.
- Measure marketing ROI and present actionable insights for business growth.
- Collaborate with founders on new product positioning, branding and GTM initiatives.

Qualifications

What We're Looking For

Hiring organization

Bohomonk Foods

Employment Type

Full-time

Industry

D2C | FMCG | Food & Beverage | Consumer Brands

Job Location

HSR Layout, Bengaluru, Karnataka, India

Date posted

August 1, 2026

- 2–3 years of experience in D2C Brand Marketing, Growth Marketing, Digital Marketing or Performance Marketing.
- Hands-on experience with Meta Ads, Google Ads and Google Analytics.
- Understanding of branding, consumer psychology, marketing funnels and customer acquisition.
- Strong analytical mindset with the ability to convert data into actionable decisions.
- Excellent communication, creativity and execution skills.
- Experience in FMCG, Food, Consumer Goods or D2C brands will be a strong advantage.
- Comfortable working in a fast-paced startup environment where ownership matters.

Preferred Keywords: D2C Marketing | Brand Strategy | Growth Marketing | Performance Marketing | Brand Manager | Digital Marketing Executive | Meta Ads | Google Ads | Consumer Insights | Brand Building | Google Analytics | GTM Strategy | FMCG Marketing | Food Brand | Ecommerce Marketing | Customer Acquisition | Social Media Marketing | Campaign Management | Marketplace Marketing

Job Benefits

- Build a fast-growing consumer brand from the ground up.
- Work directly with the founders and influence key business decisions.
- High ownership, rapid learning and faster career growth.
- Opportunity to make a visible impact on a national D2C brand.

If you love building brands, enjoy data-driven marketing, and want your work to directly influence business growth, we'd love to hear from you. Apply now!