

Digital & Performance Marketing Executive

Description

Digital & Performance Marketing Executive – HSR Layout, Bengaluru

Marconix Sales Solutions is hiring a **Digital & Performance Marketing Executive** to plan, run and optimise performance marketing campaigns that turn digital attention into real B2B sales opportunities. This is a full-time, work-from-office role based in HSR Layout, Bengaluru, for a marketer who thinks beyond likes and impressions and connects every campaign to the funnel: Traffic → Leads → Conversations → Opportunities → Revenue.

Marconix Sales Solutions is a B2B Sales Outsourcing & Go-To-Market Execution company helping businesses build sales teams, acquire customers, expand markets and accelerate revenue. If you enjoy running campaigns, analysing data, experimenting with creatives, generating B2B leads and turning marketing performance into measurable business outcomes, this Digital & Performance Marketing Executive role is for you.

Job Details

- **Job Location:** HSR Layout, Bengaluru
- **Work Mode:** Work From Office
- **Experience:** 1–3 Years
- **CTC:** Up to ₹4 LPA
- **Employment Type:** Full-Time
- **Joining:** Immediate / Short Notice Preferred

What You'll Work On as Digital & Performance Marketing Executive

- Plan and execute performance marketing campaigns across Google, Meta, LinkedIn and other relevant platforms.
- Generate qualified B2B leads for Marconix's sales outsourcing, field sales, inside sales, GTM and market-entry solutions.
- Manage Google Ads, Meta Ads & LinkedIn campaigns including targeting, budgets, creatives, A/B testing and optimisation.
- Build and optimise landing pages, lead funnels and conversion journeys.
- Conduct keyword research, competitor analysis and market research.
- Support SEO, content marketing and organic lead-generation initiatives.
- Track CPL, CAC, CTR, CPC, conversion rates, lead quality and campaign ROI.
- Work closely with the Sales & Business Development team to improve lead quality and conversion.
- Use GA4, Google Search Console, Looker Studio, CRM and marketing analytics tools to measure performance.
- Create campaign reports and turn data into actionable growth insights.
- Experiment with new channels, creatives, audiences, messaging and AI-powered marketing tools.

Hiring organization
MSSPL

Employment Type
Full-time

Industry
B2B Sales Outsourcing / Marketing

Job Location
HSR Layout, Bengaluru, Karnataka, India

Base Salary
300000

Date posted
August 28, 2026

What We're Looking For

- 1–3 years of experience in Digital Marketing / Performance Marketing / Growth Marketing.
- Hands-on experience with Google Ads and Meta Ads.
- Understanding of B2B lead generation and conversion funnels.
- Good knowledge of SEO, SEM, social media and content marketing.
- Comfortable working with numbers, dashboards and campaign analytics.
- Strong understanding of CPL, CTR, CPC, CPA, ROAS and conversion metrics.
- Ability to write or coordinate compelling ad copy and marketing content.
- Good communication and analytical skills.
- Strong curiosity to test, learn and improve continuously.
- Candidates from B2B, SaaS, IT Services, Staffing, HR Tech, Consulting, Sales Outsourcing or Professional Services backgrounds will be preferred.

Bonus Points If You Know

LinkedIn Ads, Google Analytics 4, Search Console, HubSpot / CRM, WordPress, Canva, Looker Studio, Email Marketing, Marketing Automation and AI Marketing Tools.

Why Join Marconix?

At Marconix, you won't be managing marketing just to make a brand "look active." As our Digital & Performance Marketing Executive, you will work at the intersection of Sales, Marketing, Technology, AI and Go-To-Market — running campaigns designed to reach founders, CXOs, business leaders, HR leaders, sales heads and growth teams, and helping convert digital attention into real business opportunities. This is an opportunity to own campaigns, experiment with ideas, learn fast and see the direct business impact of your work.

Who Should Apply?

If you think beyond likes and followers, love numbers and campaign dashboards, enjoy testing new marketing ideas, understand lead generation, want to work closely with a sales team, are excited about AI-driven marketing, and want to grow into a Performance / Growth Marketing professional — we'd love to meet you.

Apply now for the Digital & Performance Marketing Executive role and become part of Marconix's growth journey. Learn more about us at marconix.in.

Responsibilities

Plan and execute performance marketing campaigns across Google, Meta and LinkedIn; manage ad spend, targeting, creatives and A/B testing; build and optimise landing pages and lead funnels; track CPL, CAC, CTR, CPC and ROI; and work closely with the Sales team to convert leads into revenue.

Qualifications

1-3 years of experience in Digital Marketing, Performance Marketing or Growth Marketing, with hands-on experience running Google Ads and Meta Ads, a solid understanding of B2B lead generation and conversion funnels, and comfort working with CPL, CTR, CPC, CPA and ROAS metrics.

Job Benefits

Opportunity to work at the intersection of Sales, Marketing, Technology and AI; own

campaigns end-to-end; fast learning curve with direct visibility into business impact;
and a clear growth path into a Performance / Growth Marketing leadership role.