

Marconix Sales Solutions Private Limited

<https://marconix.in/job/performance-marketing-executive-b2b/>

Performance Marketing Executive – B2B

Description

Job Title: B2B Digital & Performance Marketing Executive

- **Company:** Marconix Sales Solutions (<https://marconix.in/>)
- **Location:** HSR Layout, Bengaluru, Karnataka (Work from Office)
- **Job Type:** Full-time, Permanent
- **Salary:** Up to ₹3,00,000 per year

About Marconix Sales Solutions

At Marconix Sales Solutions, we deliver B2B sales enablement, strategic direct sales solutions, and high-impact growth frameworks for enterprise clients. We are seeking an analytical, strategic, and metric-driven B2B Digital & Performance Marketing Executive to run targeted acquisition campaigns aimed directly at CXOs, VPs, and Enterprise Decision-Makers.

If you understand B2B buyer journeys, Account-Based Marketing (ABM), high-value lead funnels, and C-suite targeting, this role offers direct strategic impact and clear career progression.

Key Responsibilities

- **C-Suite Campaign Management:** Design, build, and optimize high-converting B2B performance campaigns specifically tailored to target CXOs, Founders, and Senior Executives.
- **LinkedIn Ads Mastery:** Own end-to-end management of LinkedIn Campaign Manager (Lead Gen Forms, Sponsored Content, InMail/Message Ads, Matched Audiences, and Company Targeting).
- **Intent-Based Search Ads:** Run Google Search (PPC) and Remarketing campaigns targeted at high-intent B2B search terms and decision-maker queries.
- **Account-Based Marketing (ABM):** Partner with the sales leadership team to execute hyper-targeted ABM campaigns for top-tier enterprise target accounts.
- **Lead Quality & Pipeline Focus:** Optimize campaigns for Qualified Leads (MQLs/SQLs) rather than volume, ensuring seamless lead flow and low Cost Per Qualified Lead (CPQL).
- **B2B Content & Creative Strategy:** Work with designers and writers to develop high-converting C-suite ad creatives, landing pages, and lead magnets (case studies, whitepapers, industry reports).
- **CRM & Funnel Tracking:** Track lead lifecycles, attributes, and attribution models through CRM tools (HubSpot/Zoho/Salesforce) to monitor lead-to-opportunity conversions.
- **Performance Reporting:** Monitor daily, weekly, and monthly ROI metrics, presenting clear insights on pipeline contribution and ad spend efficiency.

Required Skills & Qualifications

- **Experience:** 1 to 2 years of proven experience in B2B Performance Marketing / Lead Generation (Agency or B2B Services/SaaS background strongly preferred).

Hiring organization

Marconix Sales Solution Private Limited

Employment Type

Full-time

Job Location

HSR Layout, Bengaluru, Karnataka, India

Date posted

September 21, 2026

- **Platform Expertise:** Advanced hands-on experience with **LinkedIn Campaign Manager**, **Google Ads**, and **Google Analytics (GA4)**.
- **B2B Mindset:** Strong grasp of long B2B sales cycles, high-ticket deal structures, and CXO buyer psychology.
- **Copywriting:** Skill in writing professional, value-driven ad copy that resonates with C-level stakeholders.
- **Data-Driven:** Proficiency with C-suite metrics—MQL, SQL, CPL, CPQL, Pipeline Value, and ROAS.
- **Education:** Bachelor's degree in Marketing, Business Administration, Communications, or a related discipline.

Pay: Up to ₹300,000.00 per year

Benefits:

- Flexible schedule
- Health insurance
- Paid sick time

Ability to commute/relocate:

- HSR Layout, Bengaluru, Karnataka: Reliably commute or planning to relocate before starting work (Required)

Application Question(s):

- The budget for this role is strictly fixed. Are you comfortable with offered salary range?

Experience:

- B2B Performance Marketing: 2 years (Required)
- LinkedIn Ads: 2 years (Required)
- B2B Lead Generation: 2 years (Required)
- Account-Based Marketing (ABM): 1 year (Required)
- C-Suite Marketing: 1 year (Preferred)

Language:

- Hindi (Preferred)

Work Location: In person