

Digital Marketing Executive (SEO, PPC & Lead Generation)

Job Overview:

Windowmaker Software Limited is looking for a proactive and performance-driven Digital Marketing Executive to support global lead generation and brand-building initiatives. The ideal candidate will have hands-on experience in SEO, Google Ads, digital analytics, lead generation, and marketing operations, with the ability to contribute across multiple digital channels and support exhibition marketing activities.

Key Responsibilities

SEO & Organic Growth

- Execute on-page, off-page, and technical SEO activities.
- Conduct keyword research and competitor analysis.
- Monitor website performance using Google Analytics and Google Search Console.
- Work closely with content and development teams to implement SEO recommendations.
- Build and manage backlink acquisition initiatives.

Performance Marketing (PPC)

- Plan, execute, monitor, and optimize Google Ads campaigns.
- Manage Search, Display, Remarketing, and Performance Max campaigns.
- Conduct keyword research and audience targeting activities.
- Create compelling ad copies and optimize landing page performance.
- Monitor campaign KPIs including CTR, CPC, CPA, Conversion Rate, and ROAS.
- Manage advertising budgets and improve campaign efficiency.

Lead Generation & Marketing Operations

- Support inbound and outbound lead generation activities.
- Prepare prospect databases through market research and data scraping.
- Assist in lead qualification, tracking, and assignment to Territory Managers.
- Maintain marketing databases and campaign records.
- Coordinate with sales teams to improve lead quality and conversion rates.

Analytics & Reporting

- Generate weekly and monthly marketing performance reports.
- Monitor website traffic, lead generation metrics, and campaign effectiveness.
- Conduct A/B testing and conversion optimization initiatives.
- Identify opportunities for improving marketing performance through data analysis.

Social Media & Content Support

- Support LinkedIn marketing and employer branding initiatives.
- Coordinate content publishing activities across digital channels.
- Work with designers and content creators on campaign execution.
- Ensure consistency of messaging across all marketing assets.

Other Responsibilities:

- Handling whole marketing team
- Assigning lead to territory manager
- Preparing scraping data
- Helping in an exhibition layout
- Preparing Marketing and Data preparation

Required Skills

- Google Ads Campaign Management
- SEO (On-Page, Off-Page & Technical SEO)
- Google Analytics 4 (GA4)
- Google Search Console
- SEMrush / Ahrefs / Moz
- Keyword Research & Competitor Analysis
- Conversion Tracking & Reporting
- Lead Generation
- Microsoft Excel / Google Sheets
- WordPress CMS

Preferred Skills

- LinkedIn Ads
- Meta Ads (Facebook & Instagram)
- Email Marketing Platforms
- Marketing Automation Tools
- Basic HTML/CSS Knowledge
- B2B Marketing Experience

Qualifications:

- Bachelor's degree in marketing, Business, IT, Communications, or related field.
- 3–5 years of experience in Digital Marketing, SEO, PPC, or Performance Marketing.
- Google Ads and Google Analytics certifications preferred.

- Experience working in a B2B environment will be an added advantage.

Success Metrics

- Growth in qualified leads generated.
- Improvement in website organic rankings.
- PPC campaign ROI and cost-per-lead performance.
- Lead-to-opportunity conversion rate.
- Website traffic and engagement growth.