

**Job Title: Senior Digital Marketing Manager****Location:** Ahmedabad, Gujarat**Experience:** 5+ Years**Company:** Samarth E Mobility Pvt. Ltd.

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**About the Company**

**Samarth E Mobility Pvt. Ltd.** is a new-age electric mobility startup launching a range of two-wheeler EVs. Based in Ahmedabad, we are a forward-looking business group focused on innovation and sustainability. As we prepare for scale, we're building a robust digital and performance-driven marketing ecosystem.

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**Role Overview**

We are looking for a highly skilled **Senior Digital Marketing Manager** to lead performance marketing, SEO, website management, and integrations with digital platforms including aggregators, e-commerce, and CRM tools. This role requires a strategic thinker with deep expertise in digital growth, data attribution, and full-funnel performance optimization.

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**Key Responsibilities**

- **Paid Performance Marketing**
  - Strategize, execute, and optimize ROI-driven campaigns across Google, Meta, YouTube, etc.
  - Monitor budgets, CPL, CAC, and ROAS while scaling paid channels
- **SEO & Website Management**
  - Lead SEO planning and implementation to improve organic traffic and visibility
  - Oversee website structure, UX, analytics, and performance enhancements
- **Aggregators & E-commerce**
  - Manage presence and performance on aggregator and e-commerce platforms
  - Coordinate listings, offers, and campaigns to boost visibility and conversions
- **DMS-LMS Attribution & Integrations**
  - Integrate digital campaigns with DMS, LMS, and CRM systems for end-to-end lead attribution

- Track and analyze lead performance across the marketing funnel
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## **Requirements**

- 5+ years of experience in digital marketing, performance campaigns, and digital tech tools
- Proficiency in Google Ads, Meta Ads, SEO tools, GA4, and attribution modeling
- Experience managing websites, e-commerce platforms, and integrations
- Strong analytical, communication, and leadership skills
- Exposure to CRM/DMS/LMS systems is preferred
- Automotive, EV, or mobility industry experience is a plus