



AGI INNOVATIONS MAKES360 PRIVATE LIMITED  
1st Floor Block-3, Chandigarh Engineering Co, Landran,  
Rupnagar, SAS Nagar (Mohali), Punjab - 140307, IN  
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## Hiring - Digital Marketing Executive

### Job Description:

We are looking for a highly skilled Digital Marketing Executive to manage and execute paid advertising campaigns across Meta (Facebook & Instagram Ads), LinkedIn, and Google Ads.

The ideal candidate will have a strong understanding of digital marketing, sales funnels, retargeting strategies, and ROAS optimization.

As a Digital Marketing Executive at Makes360, you will run multiple ad campaigns for both our IT services and our diverse range of clients.

**Your key responsibility will be to generate high-quality leads daily, weekly, and monthly, ensuring maximum return on ad spend.**

### Key Responsibilities:

- Plan, create, manage, and optimize paid ad campaigns on Meta, LinkedIn, and Google Ads.
- Implement sales funnels and retargeting strategies to maximize conversions.
- Ensure consistent ROAS (Return on Ad Spend) and improve ad performance over time.
- Handle multiple ad accounts and manage campaigns for various industries.
- Set and achieve daily, weekly, and monthly lead generation targets.
- Monitor and analyze campaign performance and provide detailed reports with insights.
- Manage and oversee all social media channels (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.).
- Utilize social media management tools (such as Hootsuite, Buffer, Sprout Social, etc.) to schedule, monitor, and report on content.
- Stay updated with digital marketing trends, platform updates, and best practices.
- Collaborate with the design and content team to create high-performing ad creatives.
- Conduct A/B testing on ad copies, audiences, and bidding strategies for better results.

### Skills & Qualifications:

- ✓ Proven experience in running and optimizing paid ads on Meta, LinkedIn, and Google Ads.
- ✓ Strong knowledge of digital marketing strategies, sales funnels, and retargeting.
- ✓ Ability to analyze data, track KPIs, and make data-driven decisions.

- ✓ Experience in social media management and knowledge of relevant tools.
- ✓ Creative thinking and problem-solving skills.
- ✓ Ability to handle multiple campaigns and meet lead generation targets.
- ✓ Excellent communication and teamwork skills.
- ✓ Google Ads & Meta Blueprint Certifications (preferred but not mandatory).

### **Perks & Benefits:**

- Performance-Based Bonuses for achieving and exceeding lead generation & ROAS targets.
- Career growth opportunities in a fast-growing digital marketing environment.
- Hands-on experience with top digital marketing tools and platforms.
- Opportunity to work with diverse industries and international clients.

### **Vision of Company**

At Makes360, our vision is to revolutionize digital transformation by empowering businesses, startups, and individuals with cutting-edge IT solutions that drive measurable growth and success. We aspire to be the most trusted and results-driven technology partner, helping our clients maximize their digital potential through innovative web development, ERP & CRM solutions, digital marketing, and business automation.

We aim to:

- Enhance business growth through data-driven strategies.
- Provide world-class IT services with a strong commitment to quality and customer satisfaction.
- Set new benchmarks in digital innovation by integrating AI, automation, and scalable solutions.
- Empower entrepreneurs and organizations with cost-effective, high-impact digital solutions.
- Build long-term relationships based on trust, transparency, and excellence.
- Our mission is not just to create technology but to transform businesses, shape industries, and redefine the future of digital solutions.

### **Mission of Company**

Our mission is to deliver cutting-edge web development, ERP, CRM, digital marketing, and automation solutions tailored to businesses and startups.

We are committed to enhancing brand visibility, optimizing business processes, and ensuring measurable results through innovation, creativity, and customer-centric strategies.

By offering high-quality services with a 30-day money-back guarantee, we aim to build trust, foster long-term partnerships, and accelerate business growth by 2600%.

**Job Types:** Full-time, Permanent

**Pay:** 2-4 LPA. (INR)

**Benefits:**

- Health insurance

**Schedule:**

- Day shift
- Monday to Friday

**Supplemental Pay:**

- Performance bonus

**Application Question:**

- Research Makes360 on Google and analyze our current digital presence. Then, outline a detailed digital marketing strategy tailored specifically for Makes360. Be specific about the platforms, ad strategies, content marketing, and lead generation tactics you would implement to enhance our brand visibility and client acquisition.


**Work Location:** Landran, Mohali - In person

**Please send your résumé to [hr@makes360.com](mailto:hr@makes360.com) — we look forward to welcoming fresh talent to our team!**

**Tanu Shree**

Human Resource

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