

Job Title: Digital Marketing and Customer Relationship Manager

Location: Lucknow

Company: Duromax Hitech Coatings

Job Summary:

Duromax Hitech Coatings is seeking an experienced Digital Marketing and Customer Relationship Manager to develop, implement, track, and optimize our digital marketing strategies across all digital channels. The ideal candidate will also manage and nurture relationships with key clients, ensuring satisfaction, retention, and loyalty. This dual role requires a mix of strategic marketing skills and strong interpersonal abilities.

Key Responsibilities:

- Digital Marketing:
 - Develop and execute digital marketing campaigns to increase brand awareness.
 - Manage and optimize company social media platforms (e.g., Facebook, YouTube, Instagram, and LinkedIn).
 - Oversee content creation for blogs, email marketing, newsletters, and social media to engage customers.
 - Coordinate online promotions, digital ad budgets, and ROI tracking.
- Customer Relationship Management (CRM):
 - Build and maintain strong relationships with existing customers to ensure satisfaction and retention.
 - Act as the primary point of contact for key clients, addressing their needs, inquiries, and issues promptly.
 - Monitor customer feedback and reviews, working closely with the sales and support teams to improve customer experience.
 - Regularly provide the Quotation for Sales team at the time of requirement.
 - Identify new business opportunities through existing customers, up selling and cross selling products, and services through different business lines.

Qualifications & Skills:

- Education: Preferably Bachelor's degree or Diploma
- Experience: Any prior experience in digital marketing and customer relationship management.
- Hands-on experience on various platforms (social media, email marketing) and MS Office.
- Excellent communication and interpersonal skills.
- Proficiency in database management.