



Digital Refresh Networks

About Us:

We started in 2011 with the idea of refreshing the way one looks at brand communication. With 10 years, over 150 clients and some great work behind us, we are as much in love with what we do.

With team of about 130 people, across 3 cities, work done for over 200 brands across functions of digital marketing, we are one of the first “digital first” communication agencies in the country.

Visit us on: <https://www.digitalf5.com>

Profile Description:

Position: Account Manager

Education: Post Graduate or Graduate in Mass Media/ Marketing Communications or Advertising

Responsibilities:

- Planning and Strategizing Social Media Campaigns for the client
- Handling Key Accounts of the organization for Media Campaigns
- Monthly plans and Social Media reports for the client to help identify and convert new business opportunities to grow revenue
- Creating and Executing campaigns on various platforms
- Liaise with the clients on ongoing basis to ideate, plan and execute marketing and Social Media campaigns
- Coordinate with design, content and tech development teams for timely delivery of campaigns / projects
- Brainstorm new and creative growth strategies
- Responsible for managing brand responsibilities
- Develop and maintain content on social and other web platforms
- Measure and report performance of campaigns, and assess against goals
- To manage day-to-day activities and tasks for specific client projects
- Develop relationship with client and manage expectations
- Manage projects to budget