## **3) Marketing Automation, SMM & CRM Specialist**

**Location:** Chennai
**Experience:** 3 - 4 Years
**Type:** Full-Time

### **Job Summary:**

We are seeking a dynamic Marketing Automation & CRM Specialist with a strong focus on Social Media Marketing (SMM), Email Marketing, and Lead Nurturing. This role is ideal for a who can build and execute campaigns that convert followers into leads and leads into loyal customers. You'll play a pivotal role in scaling our outreach and engagement using automation and targeted communications.

### **Key Responsibilities:**

#### **Social Media Marketing (SMM):**

* Plan and manage social media content calendar across platforms (LinkedIn, Instagram, Facebook, Twitter).
* Write compelling post captions, schedule posts, and ensure brand consistency.
* Engage with the community: respond to comments, DMs, and manage interactions.
* Collaborate with the design team to create scroll-stopping creatives and videos.
* Track SMM metrics like reach, engagement rate, and follower growth.

####  **Email Marketing & Automation:**

* Design and send email campaigns: newsletters, promotional mails, and drip campaigns.
* Set up automated email workflows for lead nurturing, onboarding, and re-engagement.
* Segment lists for personalized targeting based on buyer behavior and lifecycle stages.
* A/B test subject lines, content layouts, and call-to-actions for better performance.
* Maintain email hygiene and improve deliverability rates.

#### **Lead Nurturing & CRM:**

* Maintain and update CRM with accurate lead data and activity logs.
* Create lead scoring models to identify high-potential leads.
* Track and analyze lead lifecycle stages: MQL → SQL → Customer.
* Collaborate with sales team for timely handoff and follow-ups.
* Analyze campaign performance and suggest improvements to increase conversion rates.

## **Required Skills & Qualifications:**

* 3 - 4 years of experience in digital marketing with a focus on email marketing, CRM, and SMM.
* Hands-on experience with tools like Mailchimp, HubSpot, or Zoho.
* Familiarity with social media scheduling tools (Buffer, or Meta Business Suite).
* Strong writing skills with an eye for design and layout.
* Working knowledge of analytics tools like GA4, social insights, and campaign dashboards.
* Bonus: Basic knowledge of HTML for email formatting, Canva for quick visual content.

## **What You’ll Gain:**

* Ownership of key marketing channels and automation systems.
* Cross-functional exposure across growth, sales, and branding.
* A voice in strategic marketing decisions from day one.
* Fast growth in a results driven, startup environment.