



**Role Summary** : We are looking for a Digital Marketing Manager to work and grow with one of India's fastest growing online gaming company.

**Job Description:**

- Plan and execute digital marketing campaigns, primarily through Doubleclick Manager / GDN and other programmatic display channels.
- Measure and report performance of digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

**Skill Requirements:**

- You Have 3-5 years of experience in digital marketing primarily with a B2C business. E-comm or gaming is an added advantage.
- You have worked on any of these self-served ad platforms before (Google search Ads, Facebook Ads, Google Display Network, Double Click Manager etc.)
- You are highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- You have Knowledge of website analytics tools (e.g., Google Analytics)
- You hold strong analytical skills and are data-driven.
- You are Up-to-date with the latest trends and best practices in online marketing and measurement.
- and measurement.
- Prior experience in online gaming space is a plus.

**Company Name:** 9stacks (<https://www.9stacks.com/>)

**About Company:** 9stacks is a technology company in the online real money gaming space. It develops and publishes games such as Poker. It is the first Indian online poker startup to raise Series A investment from institutional investors.

**Location:** Vasant Kunj, New Delhi-110070

**Team:** <https://www.linkedin.com/company/9stacks/> and <https://www.9stacks.com/us/about>