

## Job Title: **Marketing Executive**

### Location: **Hyderabad**

#### **Role Overview:**

Are you passionate about marketing, traveling, and building lasting relationships? We are looking for a dynamic and results-driven Marketing Executive to join our team at Carbolink. This role offers an exciting opportunity to travel extensively, meet industry professionals, and drive sales while representing a brand known for "Trusted Solutions, Proven Performance."

As a Marketing Executive, you will develop and execute creative marketing strategies, build relationships with builders, architects, contractors, and dealers across the country, and play a pivotal role in driving growth through lead generation and order closures.

#### **Key Responsibilities:**

- **Campaign Management:** Develop and execute innovative marketing campaigns to promote Carbolink's diverse product portfolio.
- **Client Engagement:** Travel extensively to meet builders, architects, contractors, and dealers across the country, building and maintaining strong relationships.
- **Lead Generation & Order Closure:** Actively gather inquiries from prospective clients and convert leads into successful orders.
- **Market Research:** Conduct market analysis to identify emerging opportunities, customer preferences, and industry trends.
- **Digital Marketing:** Optimize Carbolink's online presence through effective SEO, social media, and email campaigns.
- **Sales Collaboration:** Partner with the sales team to create compelling sales collateral and marketing materials.
- **Performance Tracking:** Monitor and analyze campaign performance, providing actionable insights to improve ROI.
- **Event Coordination:** Represent Carbolink at trade shows, industry events, and exhibitions, enhancing brand visibility.

#### **Qualifications & Requirements:**

- **Education:** Bachelor's or Master's degree in Marketing, Business Administration, or a related field.
- **Experience:** Proven experience in a marketing role, preferably in the Paints & Tiles or Construction Chemicals industry.
- **Skills:**
  - Exceptional written and verbal communication skills.
  - Creativity with the ability to develop innovative marketing strategies.
  - Strong analytical mindset with experience in data-driven decision-making.
  - Proficiency in digital marketing tools and platforms.
- **Travel Enthusiast:** Willingness to travel extensively and work on-site with clients.
- **Relationship Builder:** Ability to establish trust and foster long-term relationships with key stakeholders.
- **Organizational Skills:** Strong time and project management capabilities to handle multiple priorities effectively.

## Why You'll Love It Here:

- **Build Trust:** Join a company that values relationships and trust as the foundation of its success.
- **Innovate:** Be part of a team driving innovation in the construction chemical industry.
- **Achieve Growth:** Enjoy competitive compensation with performance-based rewards.
- **Create Impact:** Your contributions will directly shape Carbolink's success and market presence.

## About Carbolink:

Carbolink India Private Limited, with over two decades of expertise, delivers innovative solutions in the construction chemical industry. With 350+ products and a commitment to "Trusted Solutions, Proven Performance", we empower industries worldwide.

## Join Us

Ready to take the lead and make an impact?

Become a part of Carbolink and build lasting relationships that drive our growth.

**mail your resume to [info@carbolinkindia.com](mailto:info@carbolinkindia.com)**

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