Job Description for Marketing Analyst

Role	Marketing Analyst
Position Type	Full Time
Job Type	Entry Level
Location	Gurgaon

About Us

At Digilytics™, we build and deliver easy to use AI products to the secured lending and consumer industry sectors. In an ever-crowded world of intelligent technology solutions looking for a problem to solve, our solutions start with a keen understanding of what creates and what destroys value in our clients' business.

Founded by Arindom Basu, the leadership of Digilytics™ is deeply rooted in leveraging disruptive technology to drive profitable business growth. With over 50 years of combined experience in technology-enabled change, the Digilytics™ leadership is focused on building a values-first firm that will stand the test of time.

We are currently focussed on developing a product, Digilytics RevEL, to revolutionise loan origination for secured lending covering mortgages, asset, and business lending. The product leverages the latest Agentic AI techniques to process loan application and loan documents to deliver improved customer and colleague experience, while improving productivity, throughput, and reducing processing costs.

The product is currently deployed at a number of lenders in the UK and at early stages of deployment at lenders in the US.

The leadership strongly believes in the ethos of enabling innovation across the organisation. Digiliytics AI is headquartered in London, with presence across US and India.

Our Values

F Free-thinking:	**O** Optimistic:	**C** Committed:	**A** Analytical:	**L** Loyal:
New technologies, business ideas, operating models	Deal with issues and challenges head-on	To deliver results and value for clients	In designing solutions and managing execution	To our clients and our employees

- **Website:** www.digilytics.ai
- **Know about our product:** Digilytics RevEL
- **Digilytics featured in Forbes:** https://bit.ly/3zDQc4z
- **Media Center:** Digilytics Media Center | Latest Resources

About the Role

We are looking for a driven and analytically minded Marketing Analyst to help build and scale our demand generation engine. This is a hands-on role focused on generating high-quality marketing-qualified leads (MQLs) and supporting revenue growth for a B2B SaaS business operating in regulated financial services.

This role is ideal for someone who enjoys execution, measurement, and continuous optimisation. You will sit within the marketing team and operate at the intersection of marketing operations, campaign execution, and performance analysis. The role offers strong exposure to modern B2B demand generation, CRM-led workflows, and data-driven decision-making in a fast-growing, AI-led fintech environment.

Must Have

- Minimum 2 years of hands-on experience in a B2B product or B2B marketing consultancy environment.
- Strong exposure to digital marketing and marketing operations, with a performance-led mindset.
- Proven experience managing CRM and marketing automation workflows using platforms such as Freshsales, Zoho, HubSpot, or Salesforce, including:
    - Email and nurture campaigns
    - Lead capture, upload, routing, and scoring
    - Reliable data flow between marketing and sales systems
- Experience maintaining clean CRM data, including contact and account management, lead-to-account mapping, and reporting hygiene.
- Hands-on experience with CRM–website form integrations and inbound lead flows.
- Experience setting up and managing brand awareness and paid demand campaigns, including:
    - Google Search
    - LinkedIn Ads
    - YouTube Ads
    - Meta Ads
    - DV360
- Strong understanding and experience of measuring campaign performance metrics, including cost per lead, conversion rates, and funnel performance (UK and US markets).
- Experience optimising landing pages and forms to improve conversion rates.
- Comfortable working against clear performance targets and taking ownership of outcomes.

Responsibilities

- Execute demand generation initiatives that consistently contribute to a qualified and sales-ready pipeline.
- Translate campaign objectives into coordinated outreach and nurture activity across digital, social, and content channels.
- Plan and deliver social media campaigns aligned to brand positioning and lead generation goals, ensuring a steady cadence of distinctive, insight-led posts.
- Work with internal stakeholders to shape social messaging that reflects product value, customer use cases, and industry relevance.
- Track engagement and performance trends across campaigns and social activity to inform optimisation and content direction.
- Monitor funnel performance from first engagement through MQL handover, identifying opportunities to improve conversion and efficiency.
- Partner closely with sales teams to align on target accounts, lead quality expectations, and

follow-up priorities.

- Maintain disciplined marketing workflows, documentation, and reporting to ensure consistent execution.
- Support the development and distribution of marketing assets that enable prospect engagement and progression.
- Contribute insights and recommendations to continuously refine the company's lead generation and campaign execution model.

Key Result Areas

- Consistent delivery of Marketing Qualified Leads (MQLs) aligned to agreed quality thresholds.
- Improvement in conversion rates across campaigns and landing pages.
- Reduction in cost per lead while maintaining or improving lead quality.
- High reliability and cleanliness of CRM data and reporting.
- Timely and effective execution of prospecting and nurture campaigns.
- Positive feedback from sales on lead quality and readiness.

Desired Skills and Attributes

- Strong interest in B2B marketing, demand generation, and growth analytics.
- Curious mindset with a willingness to experiment, innovate, and challenge conventional approaches.
- Strong problem-solving skills, with the ability to interpret data and turn insights into action.
- Willingness to learn and apply new technologies and tools for the design, execution, and evaluation of marketing activities.
- Clear and confident written and verbal communication skills.
- Comfortable working in a fast-paced, performance-driven environment.
- Sound understanding of business, technology, and customer decision journeys.
- Prior experience in SaaS / Fintech / IT / ITES environments is desirable.