



<https://www.lankatalents.lk/job/digital-marketing-manager/>

Digital Marketing Manager

Description

Lanka Talents is seeking an experienced and results-oriented **Digital Marketing Manager** to lead our digital marketing initiatives. If you're passionate about performance marketing, data-driven strategies, and building successful online campaigns, this is an exciting opportunity to grow your career with a dynamic organization.


Responsibilities

- Develop and execute comprehensive digital marketing strategies aligned with business objectives.
- Manage and optimize paid advertising campaigns across Meta, Google, and LinkedIn.
- Plan and oversee SEO, email marketing, and content marketing initiatives.
- Monitor campaign performance, analyze key metrics, and maximize ROI.
- Collaborate with cross-functional teams to enhance brand awareness and generate qualified leads.
- Stay updated with the latest digital marketing trends and industry best practices.

Qualifications

- Minimum **5+ years** of experience in Digital Marketing.
- Strong hands-on experience with **Meta Ads Manager, Google Ads, and LinkedIn Campaign Manager**.
- Sound knowledge of **SEO, Google Analytics (GA4)**, and performance marketing.
- Excellent analytical, communication, and project management skills.
- Creative thinker with a data-driven approach to decision-making.
- Ability to manage multiple campaigns in a fast-paced environment.

Contacts

 **WhatsApp:** +94 70 500 2122

 **Email:** careers@lankatalents.lk

Hiring organization

Lanka Talents Creations (Pvt) Ltd

Industry

Educational Technology Servicers

Employment Type

Full-time

Job Location

Kotte, Kotte

Valid through

13.07.2026