



## Growth & Marketing Executive

Capabl is a leading tech company empowering transformative technologies like **Artificial Intelligence (AI), Agentic AI, and Electric Vehicles (EVs)**. We are building a platform that empowers students, professionals, and enthusiasts to explore, learn, and grow in these emerging domains. Our team is passionate about innovation, bold thinking, and creating impactful experiences that inspire the next generation of tech leaders.

### Job Description:

We are looking for a **Growth Marketing Executive** who is strategic, data-driven, and creative. You will work closely with the founders to design and execute campaigns that drive user acquisition, engagement, and retention. This role combines **digital marketing, growth hacking, and community building**, providing exposure to cutting-edge technologies and innovative marketing strategies.

### Key Responsibilities:

#### 1. Growth Strategy & Planning:

- Develop and execute end-to-end growth marketing strategies to drive user acquisition, engagement, and retention.
- Set KPIs, measure results, and optimize campaigns for maximum impact.

## **2. Digital Marketing & Content Creation:**

- Create, manage, and optimize engaging content for Capabl's platforms (Instagram, LinkedIn, YouTube, etc.).
- Plan and execute viral campaigns, reels, short-form videos, and trend-driven content.
- Monitor analytics and use audience insights to refine strategies and improve reach.

## **3. Campaign & Community Marketing:**

- Strategize initiatives to boost participation in Capabl's workshops, programs, and events.
- Collaborate with college ambassadors, student clubs, and campus communities to increase brand awareness among colleges.
- Organize interactive marketing campaigns, contests, referral programs, and gamified experiences.
- Ideate creative outreach campaigns to strengthen Capabl's presence in the learning ecosystem.

## **4. Analytics & Experimentation:**

- Track, analyze, and report on key growth metrics across campaigns and channels.
- Run tests and experiment with innovative ideas to improve engagement, conversions, and retention.

## **Who Can Apply?**

- Candidates passionate about marketing
- Creative thinkers who love to experiment
- Problem-solvers who can come up with innovative ideas

**Ready to Apply?**

Apply Here: [Click here](#)

**Location:** Remote

**CTC:** 3.6 - 4.5 lpa + **Incentives** up to ₹ 3 lpa

**Job Type:** Full Time