

Digital Marketing Associate

Company Overview:

Lagozon Technologies is a pure-play Data, AI, and Digital Transformation company. We partner with global leaders including Microsoft, Google Cloud, Snowflake, Databricks, Qlik, and UnifyApps, delivering cutting-edge solutions in AI, Data Engineering, and Advanced Analytics. Our work with leading organizations cross healthcare, automotive, and manufacturing showcases our focus on innovation and impact.

Role Overview:

We are seeking a Marketing Associate with strong UI/UX expertise to join our dynamic team. This role blends marketing creativity with user-centric design, offering a unique opportunity to gain hands-on experience in digital campaigns, brand storytelling, and user experience optimization.

Key Responsibilities:

- Support digital marketing campaigns across social media, email, and web platforms.
- Design and optimize user-friendly, engaging interfaces for marketing assets, landing pages, and promotional content.
- Collaborate with product and design teams to ensure consistent brand identity and smooth customer journeys.
- Create and manage marketing collaterals – case studies, brochures, pitch decks, and infographics.
- Leverage AI-powered design and marketing tools to enhance campaign creativity, personalization, and efficiency
- Conduct market research, competitor benchmarking, and user feedback analysis to inform strategies.
- Track performance metrics and provide data-driven insights for campaign effectiveness.

Desired Skills and Qualifications:

- Bachelor's degree in Marketing, Design, Communication, or related field (preferred).
- 1-4 years of experience in marketing, digital campaigns, or UI/UX design.
- Strong proficiency in Figma, Adobe XD, Photoshop, Illustrator, and Canva.
- Familiarity with digital marketing tools (Google Ads, SEO tools, Mailchimp, HubSpot, etc.).
- A strong eye for aesthetics, branding, and usability.
- Excellent communication and analytical skills.

What We Offer:

- Exposure to cutting-edge marketing and design projects in a fast-growing technology firm.
- Hands-on experience with global marketing campaigns aligned to AI and Data-driven solutions.
- Collaborative work environment with cross-functional teams (Product, Sales, Design).

Hiring organization

Lagozon Technologies Pvt. Ltd

Employment Type

Full-time

Job Location

Delhi (work from office only)

Date posted

January 5, 2026

Contacts

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