

# JOB

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## DESCRIPTION

Novel Office is part of the Novel Group, established in 1993 in Dallas, TX, USA which is engaged into various business activities. We are into the business of office space and provide fully furnished customized offices on rent. We have developed an in-house customizable partition concept, which enables us to customize an office layout any way at any time, without any material wastage. This ability of ours makes us unique in the Office Space Industry; hence nobody offers what we offer in the market.

### In INDIA

We offer fully furnished offices with movable glass walls in the US to our tenants. We have unique business model in the US as well. Our first project was in Houston, TX which was highly successful. We increased tenancy from 62% to 100% in a span of 4 months. Now, we have acquired second property in Dallas named Meadow Park Tower. We are looking to expand to other locations in TX by acquiring 3-5 properties this year with a budget of 100 Million Dollars.

### In the US

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## About the Job

Novel Office's digital marketing team serves the unique purpose of attracting clients to our properties, through lead generation. The team generates leads through various sources such as property portals, social media channels and through SEM.

You will be responsible for getting qualitative leads from a variety of sources, as well as finding new lead sources. But be prepared for a challenging and rewarding digital marketing career.

Title: **Analyst Digital Marketing**

Location: **Bangalore.**

## Job Description

- Website management using Google Webmaster & Analytics
- SEO, SEM, SMM activities including Blogs and articles
- Google Adwords, Property Portals & other ad platforms
- Coordinate with Creative designers and Web Developers
- Monitor and analyze marketing responses

## Desired Profile

- Good written & communication skill
- Any course related to Digital Marketing
- 0-2 Yrs of experience