

LinkedIn Marketing Executive – Sigmaflux

Company: Sigmaflux

Experience Required: 0–3 Years (Experience in LinkedIn marketing preferred)

Location: Eternity Mall, Teen Hath Naka, Thane (W)

Work Mode: Work from Office (Mon–Sat, 9 AM – 6 PM)

Employment Type: Full-time

KK: Good English, Good prompt engineering AI, LinkedIn Marketing Course

About Sigmaflux

Sigmaflux is a digital growth agency based in Thane, specialising in Website Development, SEO, Google Ads, LinkedIn Marketing, and performance-led digital strategy. We partner with brands to help them build a strong digital presence and generate business outcomes through structured marketing.

Job Summary

We are looking for a **LinkedIn Marketing Executive** who understands how LinkedIn works as a **business, networking, branding and lead-generation platform**. The ideal candidate should be able to analyse a business, define the right target audience, structure outreach messaging, and plan LinkedIn strategies that support branding and business growth.

This role requires strong communication skills, logical thinking, an interest in business and marketing, and an in-depth understanding of how LinkedIn can support B2B and professional brands. Knowledge of LinkedIn Ads or tools/integrations is a plus.

Key Responsibilities

- Understand client businesses, target audiences and industry positioning
- Identify and define the **ideal customer profile and connection network**
- Plan and execute **LinkedIn outreach and engagement strategies**
- Draft professional outreach messages, follow-ups and positioning content
- Build and optimise LinkedIn company and personal brand presence
- Suggest content themes and engagement strategies
- Stay updated with **LinkedIn algorithm changes & best practices**
- Research and recommend LinkedIn tools/integrations for CRM, outreach or analytics
- Track performance metrics and prepare structured reports
- Support lead-generation activities through LinkedIn
- (Optional) Assist with LinkedIn Ads planning and execution

Skills & Requirements

- Strong understanding of **LinkedIn as a professional platform**
- Ability to think strategically from a **business and marketing perspective**
- Excellent written and spoken English

- Knowledge of LinkedIn outreach, networking and engagement techniques
- Ability to structure messaging and communication flows
- Basic understanding of B2B marketing
- Familiarity with LinkedIn tools/integrations (preferred but not mandatory)
- Logical thinking, research ability, and attention to detail

Preferred Qualifications

- 0–3 years of experience in LinkedIn marketing, B2B marketing or digital strategy
- Experience with lead generation via LinkedIn is an advantage
- Knowledge of LinkedIn Ads is a plus

Qualities We Value

- Business understanding mindset
- Professional communication
- Curiosity and learning attitude
- Ownership and responsibility
- Analytical thinking

What We Offer

- Exposure to real-world B2B marketing
- Opportunity to work with decision-makers and leadership
- Learning and growth in digital strategy and performance marketing
- Supportive and collaborative work culture

How to Apply

Share your resume at **kapoor@sigmaflux.com**

Subject Line: *Application – LinkedIn Marketing Executive – Sigmaflux*