

Job Title: AI Marketing Manager

Company: [DTP Labs](#)

Location: On Site (Monday to Friday – 09:00 am to 6:30 pm)

Address: 43, Basant Lok Market, Vasant Vihar, New Delhi, Delhi 110057, India

Email: info@dtplabs.com

About DTP Labs

DTP Labs is a leading multilingual localisation and production company with 21+ years of experience, serving clients across Europe, North America, and Asia. We provide DTP, localisation, eLearning, multimedia localisation, accessibility, OCR, AI dubbing, and translation services in 100+ languages.

Role Overview

We are looking for an AI-savvy Marketing Manager to drive our international marketing efforts. Candidate with experience in AI driven pipelines in apollo will be preferred.

Key Responsibilities

- Strong hands-on experience with the Apollo.io platform.
- Plan and execute international B2B marketing campaigns.
- Ability to build and manage highly targeted prospect and account lists.
- Experience with lead sourcing, contact enrichment, and data validation.
- Proficiency in creating and managing email sequences and outbound campaigns.
- Use AI tools (ChatGPT, Claude, Gemini, Perplexity etc.) to improve marketing, research, and content creation.
- Manage LinkedIn marketing, email campaigns, newsletters, and website content.
- Handle SEO (On-page & Off-page) and assist with Google Ads.
- Generate leads through digital marketing and marketing automation.
- Research international markets and competitors.
- Work closely with the sales team to support business development.

Requirements

- Minimum 3 years' experience in B2B/Digital Marketing.
- Excellent spoken and written English.
- Strong understanding of AI tools and modern marketing techniques.
- Experience with LinkedIn marketing, email marketing, and SEO.
- Knowledge of Google Ads is a plus.
- Experience in localisation, publishing, SaaS, or B2B services is preferred but not mandatory.
- Candidate with experience in AI driven pipelines in apollo will be preferred.

Compensation: ₹4.8 – ₹6.0 LPA (Based on skills, experience, and interview performance)

Ideal Candidate: -

The ideal candidate is a proactive, AI-savvy marketing professional with a passion for B2B growth and international business development. They should possess **comprehensive hands-on knowledge of the Apollo.io platform**, including lead prospecting, contact enrichment, account-based targeting, list building, email sequencing, outbound campaign management, workflow automation, CRM integration, analytics, and performance tracking. In addition, they should have experience with AI tools, LinkedIn marketing, email outreach, SEO, and digital lead generation. A strong analytical mindset, excellent communication skills, and the ability to leverage data, automation, and modern marketing technologies to generate qualified leads and support sales are essential. The candidate should be self-motivated, detail-oriented, eager to learn emerging AI technologies, and capable of managing multiple marketing initiatives in a fast-paced environment.