



<https://cybertechagency.site/jobs/marketing-lead-generation-specialist/>

Marketing & Lead Generation Specialist

Description

Cyber Tech Agency is a fast-growing IT & Digital Solutions company providing Social Media Marketing, Web Development, Digital Branding, and Online Business Solutions. We design innovative, result-driven strategies to help clients scale their businesses. We are now looking for a talented Marketing & Lead Generation Specialist to bring in new clients and projects.

Responsibilities

The Marketing & Lead Generation Specialist will focus on **creating new business opportunities, generating leads, and converting them into qualified clients**. This role is ideal for candidates who are passionate about **digital marketing trends, B2B lead generation, and client acquisition**.

Qualifications

- Bachelor's degree in Marketing, Business, IT, or related field.
- **2+ years of experience** in a Lead Generation / Digital Marketing role (agency background preferred).
- Strong knowledge of Social Media Ads (Facebook, Instagram, LinkedIn, Google Ads).
- Familiarity with SEO, Email Marketing, and Content Marketing.
- Excellent communication, persuasion, and negotiation skills.
- Hands-on experience with tools like HubSpot, Zoho CRM, LinkedIn Sales Navigator, Google Analytics, etc.
- Self-motivated, target-driven, and able to work independently.

Job Benefits

- Competitive salary + **performance-based incentives** (bonuses on leads & sales).
- Professional growth and career development opportunities.
- A supportive and creative work environment.
- Flexible working hours (remote option available).
- Opportunity to work with **international clients**.

Hiring organization

CyberTech Agency

Employment Type

Volunteer

Beginning of employment

3

Duration of employment

4

Working Hours

5

Base Salary

PKR 25000 - PKR 84000

Date posted

September 14, 2025