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Amazon Hiring In Jobs - Job Change - ABM Manager In Amazon

Hiring organization
Amazon

Job Location

India
Remote work from: India

Date posted
February 24, 2024

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Valid through
31.08.2024

Base Salary

USD 14 - USD 23

APPLY NOW

Qualifications

12th Passed/ Graduate

Employment Type

Full-time

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Description

Amazon Hiring In Jobs

As an ABM Manager at Amazon, you'll play a pivotal role in developing and executing targeted marketing initiatives to drive new business opportunities from high-value accounts. You'll work closely with cross-functional teams, including sales, product marketing, and customer success, to develop and execute personalized campaigns that resonate with key decision-makers. Leveraging your expertise in account-based marketing (ABM) methodology, you'll identify, research, and engage target accounts with laser focus, delivering compelling messaging and driving profitable partnerships.

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Responsibilities:

- Develop and implement comprehensive ABM strategies for assigned accounts, aligning with overall business objectives.
- Conduct in-depth research and analysis to identify key decision-makers and understand buyer personas within target accounts.
- Craft personalized and data-driven marketing campaigns across multiple channels, including digital, social media, events, and direct mail.
- Measure campaign performance using key metrics and KPIs, and adjust strategies as needed for continuous improvement.
- Collaborate with sales, product marketing, and customer success teams to

ensure seamless engagement and effective conversion of leads.

- Stay up-to-date on the latest ABM trends and best practices, and share your knowledge with the team.

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Amazon Careers

Skills & Qualifications:

- 5+ years of experience in B2B marketing, with a strong understanding of ABM principles and methodologies.
- Proven track record of developing and executing successful ABM campaigns that deliver measurable results.
- Excellent analytical and problem-solving skills, with the ability to extract insights from data and translate them into actionable strategies.
- Strong communication and interpersonal skills, with the ability to build relationships with stakeholders at all levels.
- Experience in managing and motivating cross-functional teams, and fostering a collaborative work environment.
- Proficiency in marketing automation and analytics tools.

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