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Swiggy Hiring In Jobs – All India Jobs – Digital Marketing Strategist In Swiggy

Hiring organization
Swiggy

Job Location

India
Remote work from: IND

Date posted
March 10, 2024

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Valid through
31.08.2024

Base Salary

USD 15 - USD 24

APPLY NOW

Qualifications

12th Pass/Graduate

Employment Type

Full-time

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Description

Swiggy Hiring In Jobs

Swiggy is looking for a passionate and data-driven Digital Marketing Strategist to join our growing team! In this role, you'll play a key part in developing and executing innovative digital marketing campaigns that drive user acquisition, engagement, and brand awareness for Swiggy.

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Responsibilities:

- Conduct in-depth market research to understand customer trends, competitor analysis, and identify new digital marketing opportunities.
- Assist in developing and implementing comprehensive digital marketing strategies across various channels, including social media, search engine marketing (SEM), content marketing, and email marketing.
- Analyze campaign performance data and recommend optimizations to continuously improve results and ROI.

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Swiggy Careers

Skills:

- Strong analytical skills with the ability to interpret data and translate insights into actionable marketing strategies.
- Excellent written and verbal communication skills with a knack for crafting compelling marketing messages.
- Proficient in digital marketing tools and platforms, with a willingness to learn and stay updated on the latest trends.

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