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Swiggy Hiring In Jobs – Job Alert – Marketing Advertising Executive In Swiggy

Hiring organization
Swiggy

Job Location

India
Remote work from: IND

Date posted
January 31, 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, India's leading food delivery platform, is on a mission to make food accessible and convenient for everyone. As a Marketing Advertising Executive, you'll play a crucial role in shaping our brand narrative and driving customer engagement through innovative and impactful marketing campaigns. This is your chance to be a creative force, experiment with cutting-edge strategies, and leave your mark on a rapidly growing company.

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Swiggy Jobs Near Me

Responsibilities:

- **Craft compelling ad copy and creatives:** Develop captivating ad copy, social media posts, and other marketing materials that resonate with our target audience and drive brand awareness.
- **Spearhead campaign execution:** Work across teams to plan, execute, and measure the effectiveness of marketing campaigns across various channels (digital, print, OOH).
- **Stay ahead of the curve:** Analyze market trends, competitor activity, and customer data to identify new opportunities and optimize existing campaigns.

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Swiggy Careers

Skills & Qualifications:

- Bachelor's degree in Marketing, Communication, or a related field (freshers welcome).
- Strong understanding of marketing principles and best practices.
- Excellent written and verbal communication skills, with a knack for crafting engaging narratives.
- Proficiency in digital marketing tools (social media platforms, Google Analytics, etc.).
- Passion for staying updated on the latest marketing trends and technologies.
- Ability to work independently and as part of a team in a fast-paced environment.

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