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Swiggy Hiring In Jobs – Job Alert – Senior Marketing Associate In Swiggy

Hiring organization
Swiggy

Job Location

India
Remote work from: IND

Date posted
February 1, 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

As a Senior Marketing Associate at Swiggy, you'll play a crucial role in shaping our brand narrative and driving impactful marketing campaigns. You'll be part of a dynamic team, collaborating with cross-functional stakeholders to develop and execute creative strategies that resonate with our target audience and achieve our business objectives.

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Swiggy Jobs Near Me

Responsibilities:

- Develop and execute multi-channel marketing campaigns across various platforms (digital, social media, offline) to drive brand awareness, customer acquisition, and engagement.
- Conduct market research, analyze data, and identify key trends to inform marketing strategies and campaign optimization.
- Manage and optimize marketing budgets, ensuring efficient resource allocation and campaign ROI measurement.
- Create engaging content (text, graphics, videos) that aligns with brand messaging and resonates with target audiences.
- Collaborate with designers, writers, and other marketing professionals to ensure consistent brand voice and messaging across all channels.
- Stay up-to-date on the latest marketing trends and technologies, and

actively seek opportunities to incorporate them into campaigns.

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Swiggy Careers

Skills:

- Strong understanding of marketing principles and best practices.
- Excellent communication and written skills, with the ability to craft compelling and persuasive content.
- Analytical skills and ability to interpret data to inform marketing decisions.
- Project management skills and ability to prioritize tasks and meet deadlines.
- Creative thinking and problem-solving skills.
- Strong teamwork and collaboration skills.
- Adaptability and ability to thrive in a fast-paced environment.

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