



<https://jobfever.govhelp.in/job/swiggy-hiring-in-jobs-job-card-senior-marketing-executive-in-swiggy/>

Swiggy Hiring In Jobs – Job Card – Senior Marketing Executive In Swiggy

Hiring organization
Swiggy

Job Location

India
Remote work from: IND

Date posted
February 5, 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 Executive, you will play a key role in crafting and executing innovative marketing strategies that drive brand awareness, user acquisition, and engagement. You will work closely with cross-functional teams like product, design, and growth to develop campaigns that resonate with our target audience and achieve our business goals.

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Responsibilities:

- Develop and execute data-driven marketing campaigns across various channels, including digital, social media, content marketing, and performance marketing.
- Analyze marketing campaign performance, identify trends, and recommend optimizations to maximize ROI.
- Stay abreast of emerging marketing trends and technologies, and propose innovative solutions to enhance brand awareness and user engagement.
- Collaborate with internal stakeholders to ensure seamless integration of marketing campaigns with broader business objectives.
- Manage and mentor junior marketing team members, fostering a culture of creativity and collaboration.

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Swiggy Careers

Skills & Qualifications:

- 3+ years of experience in marketing, with a focus on digital marketing and/or performance marketing.
- Proven track record of developing and executing successful marketing campaigns that drive measurable results.
- Strong analytical and problem-solving skills, with the ability to translate data into actionable insights.
- Excellent communication, presentation, and interpersonal skills, with the ability to influence and collaborate with diverse stakeholders.
- Deep understanding of the Indian consumer landscape and digital marketing ecosystem.
- Passion for food, technology, and Swiggy's mission to elevate lives through convenience.

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