

Flipkart Recruitment 2024 – Latest Job – Marketing Technologist Post

Hiring organization
Flipkart

Job Location

India
Remote work from: IND

Date posted
January 3, 2024

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Valid through
31.08.2024

Base Salary

USD 10,300 - USD 18,000

APPLY NOW

Qualifications

12th/ Graduate

Employment Type

Full-time

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Description

Flipkart Recruitment 2024

As a Marketing Technologist at Flipkart, you'll be the data alchemist, the automation architect, and the results champion of the digital marketing realm. You'll leverage your tech expertise to analyze customer behavior, personalize marketing campaigns, optimize ad spends, and ultimately, drive measurable growth for Flipkart's diverse brands and product categories.

Flipkart Careers

Responsibilities:

- **Data Detective:** Analyze vast customer data sets to identify trends, segments, and campaign optimization opportunities.
- **Automation Architect:** Implement marketing automation tools and platforms to streamline campaign execution and personalize customer experiences.
- **Ad Optimization Ace:** Manage and optimize online advertising campaigns across various platforms to maximize reach, engagement, and conversions.
- **Reporting Dynamo:** Prepare insightful reports and dashboards to track campaign performance and inform future marketing strategies.
- **Technology Champion:** Stay updated on the latest marketing technologies and trends, recommending and implementing innovative solutions for Flipkart.

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Flipkart Jobs near me

Skills:

- Bachelor's degree in Marketing, Computer Science, or a related field.
- Strong analytical skills and proficiency in data analysis tools (e.g., SQL, Excel, Tableau).
- Experience with marketing automation platforms and campaign management tools (e.g., Google Ads, Adobe Marketing Cloud).
- Understanding of digital marketing concepts, including SEO, SEM, social media marketing, and email marketing.
- Excellent communication and presentation skills to effectively share data insights and campaign results with stakeholders.

Important Links

Find the Link in [Apply Now](#) Button

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