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Marketing Analyst – All Job For You – Byjus Careers For Freshers

Hiring organization

Byjus

Job Location

India

Remote work from: IND

Date posted

February 24, 2024

Valid through

31.08.2024

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Base Salary

USD 10 - USD 21

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Qualifications

Graduate, 12th

Employment Type

Full-time

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Description

Marketing Analyst

As a Marketing Analyst at BYJU'S, you'll play a vital role in driving our marketing success. You'll leverage your analytical expertise to gain deep insights into student behavior, market trends, and campaign performance. By translating data into actionable recommendations, you'll help us optimize our marketing strategies for maximum impact.

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Byjus Careers

Responsibilities:

- **Analyze marketing campaign data:** Dive deep into web analytics, user behavior metrics, and other data sources to identify key trends and insights.
- **Support marketing decision-making:** Translate your data analysis into clear, concise reports and recommendations that inform campaign optimization and strategy development.
- **Collaborate with cross-functional teams:** Work closely with marketing, product, and other teams to ensure data-driven decision-making across the organization.
- **Stay ahead of the curve:** Continuously learn and explore new data analysis techniques and marketing trends to stay ahead of the competition.

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Skills:

- Bachelor's degree in Marketing, Business Analytics, or a related field.
- Strong analytical skills with proficiency in data analysis tools like Excel, Google Analytics, and SQL (preferred).
- Excellent communication and presentation skills.
- Ability to work independently and as part of a team.
- Passion for education and a desire to make a positive impact.

Tags:

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