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Marketing Technologist – New Job – Zomato Vacancy For Freshers

Hiring organization
Zomato

Job Location

India
Remote work from: IND

Date posted
February 10, 2024

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Valid through
31.08.2024

Base Salary
USD 11 - USD 21

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Qualifications
Graduate, 12th

Employment Type
Full-time

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Description

Marketing Technologist

Zomato is a leading online food ordering and delivery platform, connecting millions of hungry customers with their favorite restaurants. We're passionate about innovation and constantly looking for ways to enhance the customer experience through technology. As a Marketing Technologist, you'll play a crucial role in this mission, utilizing your expertise to automate, optimize, and analyze our marketing efforts.

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Zomato Careers

Responsibilities:

- **Implement and manage marketing automation tools:** Build and maintain marketing automation workflows, leveraging platforms like Marketo, Salesforce Marketing Cloud, or similar.
- **Develop and execute data-driven marketing campaigns:** Analyze marketing data to identify trends and opportunities, create targeted campaigns using various channels like email, social media, and paid advertising.
- **Track and measure campaign performance:** Continuously monitor and optimize campaigns based on real-time data and insights, ensuring efficient budget allocation and maximizing ROI.
- **Stay ahead of the curve:** Explore emerging marketing technologies and

trends, recommending and implementing innovative solutions to improve marketing effectiveness.

- **Collaborate with cross-functional teams:** Work closely with marketing, product, and engineering teams to ensure seamless integration of marketing technology solutions.

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Skills:

- Bachelor's degree in Marketing, Computer Science, or related field, or equivalent experience.
- 1-2 years of experience in marketing technology, ideally within the food tech or e-commerce industry.
- Strong understanding of marketing automation platforms and data analysis tools.
- Proven ability to create and execute data-driven marketing campaigns.
- Excellent analytical and problem-solving skills.
- Highly organized and detail-oriented with a strong work ethic.
- Passionate about food and technology, with a genuine interest in Zomato's mission.

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