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Zomato Recruitment 2024 – Zomato Careers – Digital Marketing Executive Post

Hiring organization
Zomato

Job Location

India
Remote work from: IND

Date posted
December 30, 2023

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Valid through
31.08.2024

Base Salary

USD 11,200 - USD 19,700

APPLY NOW

Qualifications

12th/ Graduate

Employment Type

Full-time

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Description

Zomato Recruitment 2024

Zomato isn't just about ordering food; it's about connecting people with a world of culinary experiences. From hidden gems to trendy hotspots, we're empowering users to discover and savor the best meals in town. As a Digital Marketing Executive at Zomato, you'll be at the forefront of this movement, using your creativity and digital expertise to make Zomato the go-to app for every hungry stomach.

Zomato Careers

Responsibilities:

- Develop and execute engaging digital marketing campaigns across various platforms (social media, email, app marketing, etc.).
- Craft irresistible content that captures attention, drives engagement, and increases brand awareness.
- Stay ahead of the curve, experimenting with new trends and technologies to maximize campaign reach and impact.
- Analyze campaign performance, track key metrics, and optimize strategies for continuous improvement.
- Collaborate effectively with cross-functional teams (design, content, product) to create seamless and impactful digital experiences.
- Manage community engagement, responding to comments and queries with responsiveness and care.
- Contribute to brainstorming sessions and bring fresh ideas to the table.

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Skills:

- A graduate with a keen interest in digital marketing and a demonstrably creative flair.
- Minimum 1 year of experience in digital marketing, content creation, or a related field (preferred).
- Strong understanding of various digital marketing channels and platforms (social media, email, SEO, etc.).
- Excellent writing and communication skills, with the ability to create compelling and engaging content across formats.
- Analytical mind with a data-driven approach to campaign optimization and performance analysis.
- Passion for food and a deep understanding of the food technology landscape (a plus!).
- Collaborative spirit with the ability to work effectively in a fast-paced team environment.

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

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