

Position	Executive Brand & Marketing
Function	Marketing
Experience	1-3 Years
Location	Delhi
Job Description	<p>Key Responsibilities:</p> <ol style="list-style-type: none"> 1.Executing and contributing to the annual Marketing Plan and strategy, implementation activities for successful launch of a campaign 2.Good knowledge of direct traffic and related strategy and implementation 3.Experience in Email marketing and constantly drive email database size and quality 4. Create email marketing campaigns to promote products or services & develop a personalization strategy 5.Hand on experience of B2B and B2C communications 6.Work on tactical communication for marketing campaign 7.Create email marketing campaigns to promote products or services and persuasive 'call-to-actions' in advertisements and promotion 8.Day to day handling of operational work and coordination with the vendors and internal stakeholders 9.Desk best market research and tapping the competitor's activities
Knowledge & Skills	<p>a) Functional: Email Marketing, B2B and B2C Communication, Digital Marketing, Market Research & Strategy, Direct Traffic</p> <p>b) Behavioral: Team worker, sincere, proactive, ready to take challenging assignments, creative</p>