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Larsen & Toubro Careers 2023 – Job For Freshers – Senior Marketing Analyst Post

Hiring organization
Larsen & Toubro

Job Location

India
Remote work from: India

Date posted
January 31, 2023

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Valid through
30.09.2025

Base Salary

Rs. 18,000 - Rs. 27,000

APPLY NOW

Qualifications

12th Passed/Graduate

Employment Type

Full-time

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Description

Larsen & Toubro Recruitment 2023

This role is responsible for interfacing with different parts of the company, including marketing, sales, finance, product development, and data management.

Larsen & Toubro Work From Home Jobs

Qualifications:

- Bachelor's degree in Marketing, Economics, Statistics, or related field
- 3+ years of experience in statistical analysis and market research
- Expertise in SAS, SPSS, or MATLAB
- Familiarity with SQL and Hadoop

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Larsen & Toubro Jobs For Freshers

The Senior Marketing Analyst will support senior marketing management in

developing and executing strategic marketing plans by using statistical analysis, market research, and econometric modeling.

Responsibilities:

- Analyze customer data to develop marketing strategy
- Conduct market research and competitive analysis
- Develop econometric models to forecast market trends

Produce weekly/monthly reports on marketing performance

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