

Myntra Careers 2023 – Work From Home – eCommerce Marketing Specialist Posts

Hiring organization
Myntra

Job Location

India
Remote work possible

Date posted
June 21, 2023

Valid through
30.09.2025

Base Salary

Rs. 10,000 - Rs. 18,000

APPLY NOW

Qualifications

12th, Graduate

Employment Type

Full-time

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Description

Myntra Jobs in India

Job Title: eCommerce Marketing Specialist

Location: Bengaluru, India

Reports To: Head of Marketing

Summary:

We are looking for a highly motivated and experienced eCommerce Marketing Specialist to join our team. The ideal candidate will have a strong understanding of eCommerce marketing principles and procedures, and be able to work independently and as part of a team to grow Myntra's online presence.

Responsibilities:

- **Develop and execute eCommerce marketing campaigns:** This includes developing and executing campaigns to acquire new customers, increase sales, and build brand awareness.
- **Manage and track eCommerce marketing performance:** This includes managing and tracking the performance of eCommerce marketing campaigns, and making necessary adjustments to ensure success.
- **Analyze market trends and data:** This includes analyzing market trends and data to identify opportunities for growth and improvement.
- **Other duties as assigned:** This may include assisting with product launches, developing marketing materials, or managing social media.

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Skills:

- **Excellent analytical and problem-solving skills:** This includes being able to identify and assess market trends, and develop and execute effective eCommerce marketing strategies.
- **Strong communication skills:** This includes being able to communicate effectively with both internal and external stakeholders.
- **Creativity and innovation:** This includes being able to come up with new and innovative ideas to grow Myntra's eCommerce marketing efforts.
- **Knowledge of eCommerce marketing software:** This includes being proficient in Google Analytics, Google Ads, and other eCommerce marketing software.

Qualifications:

- **Bachelor's degree in Marketing, Business Administration, or a related field:** This is preferred, but not required.
- **2+ years of experience in eCommerce marketing:** This is preferred, but not required.

Important Links

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

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