

Lenskart Recruitment 2023 – Fast Jobs – Marketing Analyst Post

Hiring organization

Lenskart

Job Location

India

Remote work from: IND

Date posted

August 8, 2023

Valid through

31.12.2023

Base Salary

Rs. 23,500 - Rs. 27,700

APPLY NOW

Qualifications

Graduate

Employment Type

Full-time

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Description

Lenskart Recruitment 2023

Lenskart is looking for a talented and experienced Marketing Analyst to join our team. The ideal candidate will have a strong understanding of marketing analytics, data visualization, and reporting. They will be responsible for gathering, analyzing, and interpreting marketing data to support our marketing campaigns. The Marketing Analyst will also work closely with the marketing team to develop and implement marketing strategies that drive growth.

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Lenskart Jobs Near Me

Responsibilities:

- Gather, analyze, and interpret marketing data to support marketing campaigns
- Prepare detailed reports on consumer behavior, competitors' activities, outcomes, and sales
- Monitor customer bases and identify new ones
- Forecast future market, consumer, and sales trends
- Develop and implement marketing strategies that drive growth
- Work closely with the marketing team to execute marketing campaigns
- Collaborate with other departments to ensure that marketing efforts are aligned with the company's overall goals

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Lenskart Careers

Skills

- Strong understanding of marketing analytics, data visualization, and reporting
- Experience with SQL, Python, or other programming languages
- Experience with marketing automation platforms
- Excellent communication and presentation skills
- Ability to work independently and as part of a team
- Strong attention to detail

Qualifications

- Bachelor's degree in marketing, business, or a related field
- 2+ years of experience in marketing analytics
- Experience with marketing automation platforms
- Excellent communication and presentation skills
- Ability to work independently and as part of a team

Important Links Strong attention to detail **Find the Link in [Apply Now](#) Button**

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