

JD

E.com:

The candidate will be responsible for;

Performance Marketing across Amazon (IN, US, UK), Flipkart, Swiggy, Zepto, Blinkit, Big Basket, Jio Mart, Milk basket and other quick e.com.

He or she would be a part of the vision, strategy and execution & acquisition of campaigns around digital platforms like Cred, step set go, fleek.

Analyze competition

Drive Category Leadership with Amazon's Retail (Cloudbtail), Launchpad, Category POC.

Drive engagement and Revenue metrics

Work to optimize user experience on websites like Shopify, WooCommerce, Wix, etc.

Develop and implement an effective e-commerce strategy to drive online sales and revenue growth.

Oversee the operation, maintenance, and optimization of the e-commerce website.

Manage product listings, descriptions, and pricing, ensuring accuracy and relevance.

Plan and execute online marketing campaigns, including SEO, SEM, email marketing, and social media.

Enhance the user experience by optimizing the website's design, navigation, and content.

Analyze e-commerce performance metrics and make data-driven decisions to improve results.

Coordinate inventory levels to meet demand while minimizing overstock.

Ensure secure and efficient online payment processing and data protection

Collaborate with third-party vendors and partners to optimize the e-commerce ecosystem.

Salary: Up to 6 lacs p.a.