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Myntra Careers – Job Vacancy Near Me – Sales and Marketing Executive Manager

Hiring organization
Myntra

Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

Date posted
April 13, 2024

Valid through
31.12.2024

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Base Salary

USD 16 - USD 25

Qualifications

Graduate, Post Graduate

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Employment Type

Full-time

Description

Myntra Recruitment 2024

About Myntra

Myntra is India's leading fashion and lifestyle destination, offering a dynamic platform for trendsetters and fashion enthusiasts. With over 3,000 brands and an ever-expanding selection of 1.4 million+ products, we're at the forefront of the fashion e-commerce revolution. We don't just sell clothes; we curate a personalized shopping experience that inspires, excites, and empowers our customers.

Why Join Us as a Sales & Marketing Executive (Remote)?

This is your chance to be part of a vibrant and passionate team, shaping the future of fashion retail. As a Sales & Marketing Executive, you'll play a pivotal role in driving brand awareness, customer acquisition, and sales growth for Myntra. You'll leverage your creativity and communication skills to craft compelling marketing campaigns, build strategic partnerships, and engage our audience across various digital platforms.

The Position

Myntra is seeking a talented and enthusiastic Sales & Marketing Executive to join our remote team. This is an excellent opportunity for a self-starter with a passion for fashion and digital marketing to gain valuable experience in a fast-paced, dynamic

environment.

Location

Remote – This position allows you to work from the comfort of your own home, offering flexibility and a great work-life balance.

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Job Summary

In this role, you'll be responsible for developing and executing innovative marketing strategies to reach new audiences and drive sales. You'll work closely with the sales and marketing teams to create engaging content, manage social media channels, and build relationships with key influencers.

Key Responsibilities:

- Develop and implement creative marketing campaigns across various digital platforms (e.g., email, social media, content marketing).
- Manage and update Myntra's social media channels (e.g., Facebook, Instagram, Twitter) with engaging content that resonates with the target audience.
- Collaborate with designers and copywriters to create high-quality content for marketing initiatives.
- Conduct market research and competitor analysis to identify trends and opportunities.
- Build and maintain relationships with fashion bloggers, influencers, and other key partners.
- Track and analyze marketing campaign performance to measure ROI and identify areas for improvement.
- Assist with sales activities by generating leads and supporting the sales team with presentations and proposals.
- Stay up-to-date on the latest fashion trends and digital marketing strategies.

Required Skills and Qualifications:

- Bachelor's degree in Marketing, Communications, Fashion, or a related field (or equivalent experience).
- Minimum 1-2 years of experience in digital marketing or a relevant field (Freshers with exceptional skills will also be considered).
- Strong understanding of social media marketing and content creation.
- Excellent written and verbal communication skills.
- Creative and analytical mindset with a passion for fashion.
- Ability to work independently and manage multiple tasks effectively.
- Proficient in Microsoft Office Suite and Google Suite applications.
- Strong organizational skills and a meticulous attention to detail.

Experience:

This role is open to both freshers and experienced professionals. Freshers with a strong academic background, a demonstrated passion for fashion, and a keen interest in digital marketing are encouraged to apply. Experienced candidates with a proven track record of success in digital marketing will be given preference.

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Why Join Myntra?

- Be a part of a thriving and innovative company at the forefront of the fashion e-commerce industry.
- Work in a dynamic and fast-paced environment with opportunities for professional growth.
- Collaborate with a talented and passionate team who share your love for fashion.
- Enjoy the flexibility and work-life balance of a remote position.
- Gain valuable experience in digital marketing, content creation, and social media management.
- Competitive salary and benefits package (medical insurance, paid time off, etc.).

Application Process

To apply, please submit your resume and a cover letter outlining your skills and experience, and why you're passionate about joining Myntra.

Join Us and Make Your Mark!

We're looking for a creative and results-oriented individual who thrives in a fast-paced environment. If you're passionate about fashion, digital marketing, and have a knack for storytelling, we encourage you to apply!

This is more than just a job; it's an opportunity to be part of a company that is revolutionizing the way people shop for fashion. Join Myntra and unleash your creativity to help us shape the future of fashion e-commerce!

General Overview

As a Sales & Marketing Executive at Myntra, you'll play a vital role in driving brand awareness, customer acquisition, and sales growth.

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