

NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE & SCIENCE

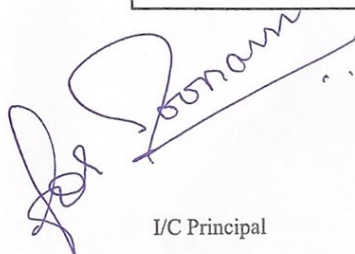
3/4/2023

PLACEMENT NOTICE FOR
POST GRADUATES AND EX-STUDENTS
OF ALL PROGRAMMES

EXLCAREERS has an urgent requirement of a Marketing Executive in their company. Details are follows :

NAME OF COMPANY	EXLCAREERS
JOB PROFILE	MARKETING OFFICIAL-EMAIL MARKETING Job Type: In Office, Full time
NO. OF VACANCIES	1
JOB DESCRIPTION	We are seeking a talented and experienced Marketing Official specializing in Email and Social Media Marketing to join our dynamic marketing team. In this role, you will be responsible for developing and executing effective email campaigns and social media strategies to enhance our brand awareness, engage our target audience, and drive conversions. Your expertise in email marketing and social media platforms will be crucial in delivering impactful campaigns and achieving our marketing objectives.
JOB LOCATION	Delhi
JOB RESPONSIBILITIES	<ul style="list-style-type: none">• Create and implement email marketing campaigns to drive customer engagement, nurture leads, and promote our products/services.• Create compelling and persuasive email content, subject lines, and call-to-action messages to maximize open rates, click-through rates, and conversions.• Manage email marketing platforms and tools, ensuring accurate segmentation, personalization, and successful delivery of campaigns.• Analyze email campaign performance metrics (open rates, click-through rates, conversion rates) and provide actionable insights and recommendations for improvement.• Conduct market research and competitor analysis to identify trends, opportunities, and areas for improvement in email campaigns.• Implement lead generation strategies through email marketing and social media channels, utilizing lead capture forms, landing pages, and lead nurturing campaigns.• Conduct A/B testing and performance analysis of email subject lines, content, and CTAs to optimize engagement and conversion rates.• Collaborate with cross-functional teams, such as content creators and product managers, to gather assets and insights for email and social media campaigns.
REQUIREMENTS	<ul style="list-style-type: none">• Bachelor's degree in Marketing, Communications, or a related field.• Proven work experience as a Marketing Official, specializing in email marketing and social media marketing.• Strong understanding of email marketing principles, best practices, and CAN-

	<p>SPAM regulations.</p> <ul style="list-style-type: none"> • Proficiency in email marketing platforms (e.g., Mailchimp, HubSpot, Constant Contact) and marketing automation tools. • In-depth knowledge of social media platforms, their functionalities, and algorithms. • Experience in creating and managing successful email marketing campaigns, including segmentation, A/B testing, and performance tracking. • Demonstrated expertise in creating and executing social media marketing campaigns across various platforms. • Excellent written and verbal communication skills, with the ability to craft compelling copy and engage target audiences. • Strong analytical and problem-solving abilities, with a keen eye for detail and data-driven decision-making. • Familiarity with digital marketing tools, SEO principles, and content marketing strategies are a plus.
HOW TO APPLY	<p>Interested in this Job? Apply Now here before 6th August, 2023- https://forms.gle/XBOnKoK3Am6zJJ9Z8</p> <p>And send your resumes to placements@nirmala.edu.in by mentioning the subject : Marketing - Exl Career.</p>



I/C Principal