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Wipro Recruitment 2023 - 2+Years Experience Required - Senior Marketing Analyst Postred - Administrative Assistant Post

Hiring organization

Wipro

Date posted

April 5, 2023

Valid through

31.12.2025

APPLY NOW

Job Location

India

Remote work from: India

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Base Salary

Rs. 20,000 - Rs. 35,000

Qualifications

12th Passed/Graduate

Employment Type

Full-time

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Description

Wipro Recruitment 2023

The Senior Marketing Analyst will be responsible for a wide range of marketing analysis, including developing customer profiles, campaign effectiveness measurement, market segmentation, and competitive analysis. The Senior Marketing Analyst will also be responsible for designing and conducting experiments to improve marketing effectiveness.

Wipro Jobs Near Me

Qualifications:

- Bachelor's degree or equivalent in marketing, statistics, economics, or a related field
- At least 5 years of experience in marketing analysis -Strong skills in data analysis and statistical modeling
- Familiarity with SAS, SQL, Matlab, and R

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Responsibilities:

Wipro

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- -Develop customer profiles
- -Measure the effectiveness of marketing campaigns
- -Segment markets and identify target markets
- -Conduct competitive analysis

Important Links

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