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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

### 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.

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### 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**

#### **Find the Link in [Apply Now](#) Button**

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