



Marketing Executive (0-2 Years)

- Gurugram

About Contify

Contify is a technology company that offers an AI-enabled Market and Competitive Intelligence (MCI) platform to help professionals make informed decisions.

Contify helps organizations such as Ericsson, EY, Wipro, Deloitte, L&T, BCG, MetLife, etc., track information on their competitors, customers, industries, and topics of interest. Contify delivers unique strategic updates by continuously monitoring over 500,000+ sources in real-time.

Contify is rapidly growing, with more than 200 people across two offices in India. Contify is the winner of Frost and Sullivan's Product Innovation Award for Market and Competitive Intelligence Platforms.

Job Description

- Come up with creative campaign ideas and plan execution across channels
- Oversee the Contify website and social media channels. Come up with appropriate content strategies for each
- Monitor competitors and relevant trends and refine our messaging and content
- Track, analyze and report on marketing campaigns and social media channel performance
- Assist with the development and deployment of marketing collateral
- Manage day-to-day operation of email marketing and automation programs
- Assist with other marketing operations and analytics projects

Requirements

- Bachelor's degree in marketing or related field
 - 0 - 2 years of relevant experience
 - Strong analytical, creative thinking, communication, and time-management skills
 - Positive and proactive mindset
 - Experience with social media
 - Not essential but a bonus: Knowledge of Google Analytics, SEO and any CRM/email marketing tool
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How to Apply:

Send your updated resume to hr.ops@contify.com

Note

Contify is a people-oriented company. Emotional intelligence, therefore, is a must. You enjoy working in a team environment, supporting your teammates in pursuing our common goals, and working with your colleagues to drive customer value. You strive to improve not only yourself but also those around you.