

SOCIAL MEDIA MARKETING

EXPERIENCE: 3-10 YEARS

LOCATION: BANGALORE

FASHION TEAM
HIRING FULL TIME
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virtual fashion lab
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SOCIAL MEDIA MARKETING

Experience: 0-3 years

Location: Bangalore

RESPONSIBILITIES:

- Creates marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- Ensures brand consistency in marketing and social media messages by working with various company department members, including advertising, product development, and brand management
- Provides training and guidance to social media and marketing team members on social media implementation best practices and strategies
- Collects customer data and analyses interactions and visits, plus uses this information to create comprehensive reports and improve future marketing strategies and campaigns
- Grows and expands company social media presence into new social media platforms, plus increases presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram
- Researches and monitors activity of company competitors
- Creates and distributes engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages

REQUIREMENTS

- Experience with Major Social Media Platforms
- Marketing Experience
- Content Creation
- Copywriting
- Graphic Design
- Web Design and Strategy
- Data Collection and Analysis
- Technology Skills
- Strong Verbal and Written Communication Skills
- Attention to Detail