

Job Position: Marketing Executive
Location: Kolhapur
Experience: 0-2 year
Positions: 1

Responsibilities:

- Cold Calling for Lead Generation.
- Lead generation, Qualification & Increase of Pipeline.
- Understand Business Development priorities, research.
- Research, collect, and load data at the start and end of the day.
- Research and analyze relevant information including competitor products, pricing and their strategy.
- Design and execute marketing initiatives to reach the target audience through appropriate channels.
- Brainstorm and develop ideas for creative marketing campaigns in line with the strategy.
- Obtaining and updating lists of individuals' contact details.
- Calling active and potential clients.
- Coordinate with different teams (Leadership, Marketing, Sales, and technical teams) in designing and strategizing the marketing campaigns.
- Understand customer requirements, manage, update & track activities in each account daily.
- Noting important details of each conversation.
- Communicating verbal acceptances of offers to our Sales team for closing.
- Recording all successful and unsuccessful attempts to close sales.
- Attending regular team meetings to clarify progress and performance-related expectations.
- Daily up-to-date customer reporting.
- Maintaining lead funnel.
- Prepare reports periodically and as required by the management.

Requirements:

- MBA in marketing.
- Fluent in English, Hindi and Marathi.
- Must know MS office well.
- Excellent presentation skills.
- Must be available to Join Immediately.

Must Have:

- Access to a Laptop or Computer.
- Active Wi-Fi connection.

Nice to have:

- High comfort level with spreadsheets.
- Knowing and being comfortable with VLOOKUP for large data is a big plus.

What we're looking for:

- Clear verbal and written communication skills.
- Client Communication.
- Team Building Skills.
- Good connect with social media entrepreneurs.
- Flexible & open for new challenges.
- Self-Starter & ready to go the extra mile.
- Highly motivated & self-driven with a proven ability to perform multi-tasking.
- Immediate Joiner preferred.

What you'll get:

- Excellent Career Progression.
- Opportunity to work on large EDuTech projects.
- Energetic and Enthusiastic Work Environment.
- High energy team.
- Mentorship from innovative teammates.
- Competitive Compensation Package.
- We have a team and company-wide outings.
- Monthly and Yearly Awards Ceremony.