

Brand Strategy Executive

Company Brief:

Founded in October 2008, Gozoop is an independent marketing company offering a wide range of strategic solutions for brands and businesses. With a platform agnostic approach and effective blend of creative and technology services, Gozoop specializes in crafting integrated solutions designed to help brands and businesses win in the new world.

A team of over 300 marketers, Gozoop has partnered with brands such as Dell, Asian Paints, Taj Hotels, Kolkata Knight Riders, Mumbai Indians, Star Bharat, Pizza Express, Club Mahindra, Viacom18, Mad Over Donuts, Tim Hortons, Air India, IIFA, ITC and many more to create award-winning and noteworthy campaigns.

Built on strong foundation of values and culture, Gozoop ranked 7th among the Top 50 India's Great Mid-Size Workplaces 2017. Gozoop was also featured on The Great Places to Work India in 2015, 2017, 2018, 2019 & 2020

Company Website: <http://gozoop.com/>

Job Location: Mumbai

About the role:

We are looking for a self-driven, result oriented & enthusiastic Brand Strategy Executive

Responsibilities: *(Including, not restricted to)*

- Posting & responding to comments across platforms
- Crafting creative briefs for designers and helping them visualize
- Participating in brainstorming sessions for digital campaigns
- Daily posting, monitoring, and engagement across several social media communities
- Handling social media queries
- Creation of content for wall posts/apps/tweets
- Assist in social media strategy and content planning
- Analysis and optimization of content based on client feedback and success of content versus objectives
- Reporting and editing (Monthly, Weekly, Customized Reporting)
- Well informed on the latest trend in social media space and best practices
- Crafting creative briefs for designers and helping them visualize
- Participating in brainstorming sessions for digital campaigns.

Employment Details

- Full-Time Opportunity
- Package offered - ₹ 3.0 L per annum (Subject to feedback post-interview)
- Company Policies are subject to change as per management discretion.
- Candidate will be eligible for an appraisal in April 2025 basis individual as well as the company's performance