



<https://govhelp.in/job/colgate-recruitment-2023-freshers-jobs-senior-marketing-analyst-post/>

## Colgate Recruitment 2023 – Freshers Jobs – Senior Marketing Analyst Post

**Hiring organization**  
Colgate

### Job Location

India  
Remote work from: Brazil

**Date posted**  
June 3, 2023

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**Valid through**  
31.12.2023

### Base Salary

USD. 10,500 - USD. 17,000

**APPLY NOW**

### Qualifications

12th Pass , Graduate.

### Employment Type

Full-time

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### Description

## Colgate Recruitment 2023

Colgate, a global leader in oral care products, is seeking a talented and motivated Senior Marketing Analyst to join their team. As a Senior Marketing Analyst at Colgate, you will play a crucial role in analyzing market data, consumer behaviour, and marketing strategies to drive business growth and enhance brand performance. This is an exciting opportunity for freshers with a passion for marketing, strong analytical skills, and a desire to contribute to the success of a renowned company.

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Colgate Jobs Near Me

### Responsibilities:

1. **Market Analysis:** Collect and analyze market data, including consumer trends, competitor activities, and industry insights. Identify market opportunities and potential risks to inform marketing strategies. Conduct thorough research and gather data to support decision-making processes.
2. **Consumer Behavior Research:** Analyze consumer behavior patterns, preferences, and purchasing habits. Utilize consumer research data to identify target segments, develop customer profiles, and create targeted marketing campaigns. Provide insights on consumer needs and preferences to guide product development and innovation.
3. **Marketing Strategy Development:** Collaborate with cross-functional teams to develop effective marketing strategies. Assist in developing marketing

plans, brand positioning, and promotional activities. Analyze marketing campaigns and initiatives to evaluate their effectiveness and identify areas for improvement.

4. **Performance Monitoring:** Track and monitor key marketing metrics, such as sales performance, market share, and brand awareness. Prepare regular reports and presentations to communicate findings and recommendations to the management team. Monitor industry trends and competitor activities to stay informed about market dynamics.
5. **Data Analysis and Reporting:** Conduct in-depth data analysis using statistical tools and techniques. Provide actionable insights and recommendations based on data findings. Create reports and presentations summarizing marketing performance, market trends, and consumer insights.

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Colgate Work From Home Jobs

### Requirements:

- Bachelor's degree in Marketing, Business Administration, or a related field.
- Strong analytical skills with the ability to interpret complex data sets.
- Proficiency in data analysis tools such as Excel, SPSS, or Tableau.
- Solid understanding of marketing principles and concepts.
- Excellent communication and presentation skills.
- Strong attention to detail and problem-solving abilities.
- Ability to work effectively in a team environment.
- Passion for marketing and staying updated on industry trends.

**Important Links** Freshers are encouraged to apply.

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

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