



<https://jobroll.govhelp.in/job/colgate-recruitment-2024-job-change-customer-marketing-manager-post/>

Colgate Recruitment 2024 – Job Change – Customer Marketing Manager Post

Hiring organization
Colgate

Job Location

India
Remote work from: IND

Date posted
January 11, 2024

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Valid through
31.08.2024

Base Salary

USD 16,300 - USD 22,800

APPLY NOW

Qualifications

12th Passed

Employment Type

Full-time

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Description

Colgate Recruitment 2024

As our Customer Marketing Manager, you'll be the champion of our existing customers, building meaningful relationships and driving engagement that fosters loyalty and growth. You'll wear many hats – strategist, advocate, content creator, and data analyst – using your expertise to craft impactful campaigns, nurture customer communities, and ultimately ensure our customers become our biggest raving fans.

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Colgate Careers

Responsibilities:

- Design and deliver engaging email campaigns, webinars, and other content that educates, inspires, and drives desired actions.
- Create valuable thought leadership pieces, case studies, and customer testimonials that showcase the impact of our products/services.
- Implement customer loyalty programs and referral initiatives to increase retention and upsell/cross-sell opportunities.
- Track key metrics like engagement, retention, and revenue to demonstrate the value of your initiatives.
- Implement A/B testing and optimize campaigns for continuous improvement.
- Share insights and recommendations with leadership to inform future marketing strategies.

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Colgate Jobs Near Me

Skills:

- Proven experience in B2B or B2C customer marketing (3+ years preferred).
- Strong understanding of customer journey mapping and engagement strategies.
- Excellent written and verbal communication skills, with a knack for creating compelling storytelling.
- Proficiency in marketing automation tools (e.g., email platforms, CRM).
- Data analysis skills and experience with marketing analytics platforms.
- Passion for building genuine relationships and a customer-centric mindset.
- Ability to work independently, manage multiple priorities, and thrive in a fast-paced environment.

Important Links

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

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