



### **Company Overview**

Zivame was founded in 2011 with the vision to facilitate women to shop uninhibitedly for intimate wear and to make lingerie shopping comfortable. Zivame is now the No. 1 online lingerie company in India with 30 + retail stores and presence in 800 + partner stores across India. Our Mission is to be the destination for every woman's intimate needs. We believe that every woman is unique, and we want to deliver a platform that allows her to browse, discover and shop what is right for her.

All the products at Zivame stem from the desire to design something that is a blend of quality and comfort. Zivame offers trendy lingerie, activewear, sleepwear, and shapewear in over 3000 + exclusive designs and 100 + sizes catering to women across all body types.

**Team:** Online Business

**Position:** Executive – Digital Marketing Operations

### **About the Role:**

#### **Key Responsibilities:**

1. Updating promotions and campaigns
2. Should be able to work on Email and Notification
3. Should make and send weekly and daily reports
4. Work on website related changes instructed
5. Closely work with other teams to get the requirements done
6. Work and learn Facebook related reports and promotions
7. Partially working on marketplace will be training accordingly
8. Proactively identifying problems and quickly responding
9. Analyse CTR with the help of Localities and Google Analytics
10. Performing website maintenance including coupon creation, page creation, Changing layout, adding removing collections based on performance

#### **Requirements:**

1. Good communication skills
2. Proficiency in Excel
3. Proactive to learn new tools
4. Should be able to work after office hours
5. Multi-tasking
6. Work with multiple teams