

WORK VAPOR

Job Link: <https://workvapor.in/jobs/digital-marketing-strategist-amazon-and-d2c-growth-role/>

DIGITAL MARKETING STRATEGIST – AMAZON AND D2C GROWTH ROLE

BASE SALARY

INR 40000 - INR 60000

DESCRIPTION

Company Name: GETKRRACKIN Private Limited
Location: Bengaluru (Hybrid – Work from home + Office)
Job Type: Full-time
Salary: ₹40,000 – ₹60,000 per month
Contact: kalingarayan.s@getkrrackin.com | +91 9894850505

About the Role

This role is ideal for professionals who want to take full ownership of digital growth and brand performance. You will work on Amazon marketplace, D2C business, and overall marketing strategy to scale the brand.

Key Responsibilities & Work

- Manage complete digital marketing and brand growth
- Handle Amazon Seller/Vendor Central operations
- Drive D2C website growth (traffic, conversions, retention)
- Plan and run performance marketing campaigns (Meta, Google)
- Build and execute brand strategy and positioning
- Track P&L, ROI, CAC, and campaign performance
- Coordinate with teams for content, inventory, and execution

Eligibility & Skills Required

- MBA (Marketing preferred)
- 3–6 years of experience in digital marketing or brand strategy
- Strong hands-on experience with Amazon and D2C business
- Proven track record of scaling brands online

HIRING ORGANIZATION

GETKRRACKIN Private Limited

EMPLOYMENT TYPE

Full-time

JOB LOCATION

Bengaluru, India
? Remote work from: India

DATE POSTED

? March 28, 2026

- Strong analytical and execution skills

Preferred Background

- Experience in FMCG or D2C brands
- Expertise in performance marketing campaigns

Work Setup & Benefits

- Hybrid work (Bengaluru office + remote flexibility)
- Flexible work schedule
- Opportunity to lead end-to-end brand growth

How to Apply

Send your updated resume to the given email ID or contact via phone.

? Email: kalingarayan.s@getkrrackin.com

? Phone: +91 9894850505