

JOB DESCRIPTION

LAKE SHORE INDIA

Job Title	AM – Marketing Activation & Tie - ups	Department / Function	Marketing
Reporting Manager	Manager	Location	Thane, Ghaziabad, Pune
Duties & Responsibilities			
<ul style="list-style-type: none">• As a Marketing Activation and Tie-ups person, the role would involve creating and implementing strategies to activate marketing campaigns and initiatives, including partnerships and collaborations with other brands or organizations.• She will be responsible for identifying potential partnership opportunities, negotiating terms, and managing relationships with external partners to drive brand visibility and customer engagement.• Additionally, overseeing the execution of marketing activations across various channels, track and analyze performance metrics, and provide insights to optimize future initiatives.• Having a basic understanding of market trends and consumer behavior.• She will also liaise with internal brands at the mall for tie ups for events, activations and other experience			
Experience			
Qualification	MBA/Graduation - Marketing	Overall Experience	3 – 4 years
Type of industry	Any	Essential Experience	3 – 4 years