



Mydala is hiring for Manager – Digital Marketing

Location- New Delhi

Position Type- Full Time

Education- Any Graduate -Any Specialization /PG - Any PG Course - Any Specialization

Work Experience- 5 years - 8 years

Role and Responsibilities

- Candidate is required to share Management vision with the team and implement best practices within organization.
- Work closely with other functional departments and serve as the partner in defining strategy to grow sales and market share of mydala.
- Maximize site traffic, Customer Experience, site navigation, Usability, and overall ROI.
- Conducts regular reviews with the team and assist the team in strategizing and achieving the targets
- Monitor revenue and efficient spending for SEO, CPL, CPA, and other platforms.
- Campaign Planning & Web Analytics
- Assume overall responsibility for developing the annual marketing budget plan for the organization.
- Built and executed promotion roadmap including BTL, ATL & Online Marketing.
- Responsible to increase visibility of mydala Facebook, twitter and other social platforms.
- Advise on forthcoming product developments and discussing special promotions Schemes on internet, mobile, multimedia and other offline platforms.
- Work on marketing activities and social media channels like SEO, SEM, Affiliate Programs, Print, Partnerships. Designing strategies on CPL, CPA models with Affiliates & Ad seller networks to expand web reach, new customer acquisition & site branding.
- Driving Strategic and Local Alliances, working in close collaboration with PR/Media Agency
- Able to achieve ROI against the ad-spend.
- Take care of departmental projects and manage workflow from inception to execution while meeting deadlines.
- Conduct market review / studies and analyzing competitor's activities & work towards exploring pricing opportunities periodically.

Desired candidate profile:

- 5+ years of Experience in Marketing
- Excellent knowledge of online media, coupon industries & Offline marketing
- Proven ability to Lead teams and develop talent within the organization
- Positive, aggressive and result oriented Candidate preferred
- Proactive work ethic, ability to work in a fast paced, competitive, and collaborative environment

Share your resume at jobs@mydala.com