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## Looking for a Digital Project Manager

### ABOUT KAROMI

Work passionately in a niche domain for a fast-growing company. More than that, though, we offer the chance to really make your mark on something, to be able to look back and say: **"I did that. I made things happen."** We're looking for talented, self-motivated people

Karomi is a home for packaging artwork solutions of the leading Pharma and FMCG companies and a venture funded company having global presence.

<b>Our Products</b>	:	ManageArtworks, Document management system and Workflow
<b>Location</b>	:	Chennai
<b>Salary</b>	:	Industry standards
<b>Position</b>	:	Digital Project Manager
<b>Experience</b>	:	6 - 8 Yrs

### What is it to work in Karomi?

- Learn, apply and Explore without restrictions
- We promise you'll never be bored you will always have challenging and unique problems to solve.
- We are the rapidly growing team of top-notch developer working on the next generation platform for packaging artwork management.

### Responsibilities

- Plan and execute all digital marketing activities, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Craft, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Identify critical conversion points and drop off points and optimizes user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide perspective for adoption where appropriate



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**We are looking for people with:**

- Background in digital project management working on campaigns from initial briefing to delivery
- Strong communication with excellent presentation, report writing and data analysis capabilities
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, FreshMarketer, UberSuggest, SEMRush, etc.)
- Working knowledge of ad serving tools
- Multi-tasker with ability to juggle many projects
- Agency experience with strong communication skills, both written and verbal
- Creative flair and innovative approach

**Let's start the journey and grow together.**