



About Karomi

Karomi is a leading Enterprise SaaS provider. Our flagship manageartworks.com platform enables 4000 leading Global and Indian brands Reach markets faster with Karomi's end-to-end packaging & artwork management system while achieving 100% compliance. We offer everything to get your artwork projects going. Manage every step of the packaging and artwork process.

Location: Chennai

Position: Senior Marketing Manager

Responsibilities

- Develop and execute a comprehensive SaaS marketing strategy to drive customer acquisition and engagement.
- Build and manage a marketing team to execute the strategy.
- Create and manage a content marketing plan to generate leads and educate potential customers about the product.
- Use analytics and market data to track and measure the effectiveness of marketing campaigns and make data-driven decisions.
- Collaborate with product, sales, and customer success teams to ensure alignment on messaging and goals.
- Stay up to date with industry trends and competitor activity to inform marketing strategy.

Requirements

- 5+ years of experience in SaaS marketing or a related field
- Proven track record of success in developing and executing successful SaaS marketing campaigns.
- Strong analytical skills and experience with data-driven decision making.
- Excellent written and verbal communication skills.



- Experience leading and managing a team.
- Strong understanding of digital marketing channels, including email, social media, and paid advertising
- Experience with marketing automation tools and CRM platforms
- Bachelor's degree in Marketing, Business Administration, or a related field.

Website: www.karomi.com and www.manageartworks.com