



सादा / SAADAA



Senior Manager - Performance Marketing

Jaipur, Rajasthan, India · 22 hours ago · 17 applicants



On-site · Full-time · Mid-Senior level



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About the job

ABOUT सादा / SAADAA

We are a direct-to-consumer (D2C) lifestyle brand. Our vision is to advocate the सादा / SAADAA way of living and make बेहतर / BETTER basics for everyone.

#RAHOSAADAA #PEHNOSAADAA

Top 1% Shopify stores in India, we have been bootstrapped and profitable with industry-leading benchmarks, we have grown from a 100 sq. ft. garage to now a 100+ people team within 3.5 years.

So, what do we do differently? We focused on making the basics the heroes of our brand. To this day, we only offer 10 carefully curated styles. It might seem unconventional in an industry where variety is often seen as the key to success, but we've not only made it possible; we've made it profitable. Our philosophy is focusing on what's important and letting go of the rest.

WHAT ARE WE LOOKING FOR?

We are looking for an enterprising individual with the zeal to lead the performance marketing division at सादा SAADAA.

WHAT WILL YOU BE RESPONSIBLE FOR?

- Develop and execute performance marketing campaigns across multiple channels (e.g., paid search, social media, email, and display).
- Analyze campaign performance and adjust strategies to improve results.
- Collaborate with cross-functional teams to align on campaign goals and strategies.
- Manage budgets and optimize spending to maximize ROI.
- Stay up-to-date on industry trends and leverage new opportunities to drive growth.
- Use data and analytics to make informed decisions and measure campaign success.
- Develop reports and presentations to communicate campaign results to stakeholders.

WHO YOU ARE ?

- Experience: 5+ years of experience in performance marketing.
- Educational Background (Preferred): A degree in Computer Science, Business Intelligence, or Data Science.
- Technical Expertise: Knowledge of Conversion API, CDP tools, and data analysis tools.
- Strong experience in managing and optimizing paid search, social media, email, and display campaigns.
- Proficiency in marketing analytics and attribution tools like Google Analytics, AdWords, and Facebook Ads.
- Excellent project management skills and the ability to work cross-functionally.
- Strong communication and presentation skills.
- Ability to work in a fast-paced, data-driven environment.

WHY BE A PART OF सादा / SAADAA?

- Do you feel out of place in a world full of unnecessary complexities ?
- Do you find joy in little things ?
- Are you an avid reader with curiosity for understanding how things work and how we got here ?

- Do you believe life is simple and people around you are focusing on the wrong things ?
- Are you excited by the idea of learning new things or solving problems with the simplest solutions ?

If the answer to all the above questions is yes, you are in the right place.

The world is full of unnecessary complexities, & we, as humans, do not understand the burden of unconscious consumption.

We at सादा / SAADAA believe simplicity with better basics is the way to live a fulfilling life.

WHAT DO WE OFFER?

- A team of empathetic problem solvers
- The Right Compensation
- Growth path to becoming a leader
- An opportunity to drive meaning with products
- A culture of continuous learning
- Freedom: freedom to explore, fail, and learn