

GROWTH HACKER

Job Description

GREEDYGAME

www.greedygame.com

ABOUT US:

At GreedyGame, we are revolutionizing the way the world looks at mobile advertising. Every day, 7 million+ users get to enjoy a seamless and beautiful gaming experience because of our platform.

GreedyGame is looking for enthusiastic individuals looking at learning multiple product marketing aspects such as lead generation, content creation, Beta programs and online advertising.

JOB DETAILS:

Seniority Level: Associate Level

Industry: Marketing & Advertising

Employment Type: Full-Time

Job Functions: Marketing

Job Location: Bengaluru

WHAT ARE WE BUILDING?

GreedyGame is building mobile first advertising solutions. We are a platform which enables blending of ads within mobile apps and games so that they become a part of the content. This allows developers to monetise their apps and games without degrading the user experience. Check out greedygame.com to know more!

WHAT'S IN IT FOR YOU?

- Opportunity to be a part of the big disruption we are creating in the ad-tech space.
- Learn and grow at a free, open and fast paced environment.
- Office in one of the most happening places in Bangalore.
- An amazing clan and the opportunity to be a part of it, free lunch on all days of the week, fully stocked pantry within 20 feet reach, a foosball table to burst stress and a great working environment.
- Continuous feedback system to ensure that improvement is a constant focus.

WHAT WILL BE YOUR RESPONSIBILITIES?

- **Lead Generation** - one of the most important aspects of B2B technology businesses is lead generation through marketing, reputation management and content generation as it requires a strong understanding of a unique set of business CXO behaviours.
- **Lead nurturing** - once a lead is acquired, the lead needs to be nurtured to ensure we shorten their conversion path to our product and hand-hold them throughout the onboarding journey.
- **Business Analysis** - multiple data signals are gathered across a large set of business tools such as Google analytics, CRM tools, GreedyGame sdk signals. You will learn how to make sense of data gathered across tools to take critical business decisions.

WHAT ARE WE LOOKING FOR?

- 1-3 years of experience in the field with an engineering degree from premier Institutes - IITs/BITS/NITs
- Manage pressure and work through tight timelines.
- Show high learning curve towards new technologies, tools and techniques.
- Implement precise strategies towards goals and see them through.
- Ability to differentiate the clutter from the relevant and pick up skills through self-learning in the age of information overload
- Strong communication and presentation skills
- Core understanding of computer engineering principles

SKILLS AND ABILITIES:

- Google Analytics
- English proficiency (Spoken and Written)