



## Product Marketing Manager, Vizury

### Company Profile:

Vizury is a leading behavioral advertising solution provider headquartered in Bangalore, India. We are backed by leading VC firms from India, Singapore & Silicon Valley and work with leading marketers in the banking, stock trading, financial services, ecommerce, travel & leisure, dating & automotive space amongst others. We help the advertisers optimize their ROI through our targeting platform by letting them have 1:1 conversations. Our path breaking product, Visitor Relationship Management (VRM), enables advertisers engage and monetize those online visitors who drop off without engaging with the brand. The 1:1 marketing conversation is enabled through thousands of highly personalized rich media ads that are powered by statistical modelling of user behavior, dynamic message generation module and response optimization system. We are present in India, China, Singapore, Thailand, Australia, Spain & Netherlands, either directly or through strategic partnerships, and are aggressively expanding into more markets.

Title: Product Marketing Manager

Reporting to: Chief Operating Officer

Location: Bangalore

### Job Description:

- Build marketing collateral for arming Business Development (pitch presentations, flyers, one pagers for specific topics, case studies, etc)
- Communicate product updates, performance, features highlighting clearly the functionality, differentiation and benefits with emphasis on what it can and cannot do
- Communicate continuously with Business Development folks across the world to ensure everybody is working towards the right goal
- Ownership of all marketing programs and PR activities, building brand Vizury
- Maintain vizury's online presence, engage with followers and share relevant and intelligent content/updates on a continuous basis – linkedin, facebook, twitter
- Ensure Vizury's visibility/participation/sponsorships in relevant forums, events, etc across all relevant geographic locations. Conduct webinars, maintain analyst relationships. Define the purpose, plan and ensure execution.
- Own the Vizury website: complete ownership of design and content. Come up with ideas for content: whitepapers, case studies, product walkthroughs, HR related activities, blog for updates, newsletters, industry thought leadership articles and documents

### Candidate Profile:

- MBA from top university with 2-4 years of experience
- Excellent communication skills, great aesthetic sense and ability to dish out engaging collateral, presentations
- Passionate about technology and the difference it can make to the world around us
- Quick learner, adaptable to changing business needs
- Willing to challenge the status quo and achieve business results
- Interested in gaining experience working with different geographies and culture

### Application:

Please send your latest resume to [recruit@vizury.com](mailto:recruit@vizury.com) with the subject line clearly mentioning the job title.