

## Job Title

Digital marketing manager

## Who are We?

We are a two years old, investors backed fintech startup dedicated to a noble mission of helping people with their personal finance challenges by providing end-to-end assistance. We're a team driven by the purpose of supporting individuals through empathetic and unbiased product/service and financial education. Operating with high integrity and customer empathy, we aim to make a real difference in people's financial lives.

*We operate through following brands*

<https://thefynprint.com/> as personal finance concierge platform tackling with wealth management, legacy planning & global investment

<https://finright.in/> as EPF assistance platform

*Founders profiles*

[Amey Kanekar](#) | [Akash Shah](#) | [Neil Borate](#)

*Media coverage*

Mint: <https://tinyurl.com/3z4k62eu>

YourStory: <https://shorturl.at/GaRqt>

## Location

Borivali, Mumbai

## Why This Isn't Just Another Job:

You will be joining a lead role, and become instrumental in shaping the future of our company. This role is central to our scale and will give the enriching experience of being a micro business owner. We believe in autonomy, trust & huge skin in the game. Thus, it comes with wealth creation potential through ESOPs.

If you resonate with our purpose and are excited about making an impact, we'd love to have you on board!

## Role Overview

The Digital Marketing Lead will own the end-to-end digital strategy to drive user acquisition, engagement, and conversion for our mission-driven fintech platform.

Reporting to the Head of Growth/Marketing, this role will leverage paid, organic, and content channels to scale our 100K+ monthly visitor base, 10K subscribers, and 12K WhatsApp community while building brand trust in personal finance.

## **Key Responsibilities**

### **Strategy & Planning**

- Develop and execute the annual digital marketing roadmap aligned with business goals (user growth, engagement, conversions).
- Set KPIs and budgets for paid acquisition; track ROI across channels.
- Analyze competitor strategies and industry benchmarks to identify growth opportunities in fintech/personal finance space.

### **Paid Acquisition**

- Manage Google Ads, Meta Ads, LinkedIn Ads campaigns: keyword strategy, creative testing, bid optimization, retargeting.
- Optimize landing pages, funnels, and CTAs for conversion rate improvement.

### **Analytics & Optimization**

- Build and monitor dashboards tracking acquisition, engagement, conversion metrics.
  - Run A/B tests across channels; use insights to continuously optimize campaigns and content performance.
  - Report monthly performance to leadership with actionable recommendations and growth forecasts.
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## **Requirements**

- Bachelor's degree in Marketing, Business, or related field; digital marketing certification (Google Ads, HubSpot) preferred.
- 4–7 years of hands-on digital marketing experience, with 2+ years leading paid acquisition in fintech/SaaS/consumer tech.
- Proven track record scaling user acquisition (100K+ monthly visitors or equivalent) with positive ROAS/CPA.
- Strong analytical mindset: Excel advanced, data visualization, A/B testing, funnel optimization.
- Excellent project management: ability to manage multiple campaigns, agencies, and freelancers simultaneously.

## **Preferred Attributes**

- Experience in personal finance, fintech, or edtech with understanding of trust-building in regulated industries.