

Company : YOptima Media Solutions
Company Name : YOptima Media Solutions
Nature Of Business : Start-Up
Designation : Growth Maketing Analyst
Tentative Job Location : Bangalore

Growth Marketing Analyst:

YOptima is seeking analytically gifted and gritty problem solver, who would connect the dots between multitude of data signals (and intuition) to detect and infer trends and apply them to drive marketing outcomes. This is an opportunity to combine your analytical skills, creativity and decision making in a livewire environment. You should be comfortable in a fast-paced start-up culture and exhibit curiosity,persistence and relentless hunger for impact and learning.

If you are looking for an easy life with instant gratification and quick money, this role is not for you. If you are driven by continuous learning and professional growth, real life problem solving and business impact in an apolitical and informal (but not casual) setup, this role is for you. In short, we are looking to hire a Smart Creative.

Responsibilities:

- **Analyze digital behavior of the online consumers across different digital channels and design actionable insights and solutions to improve marketing ROI at scale.**
- **Work with large, complex data sets. Solve difficult, non-routine analysis problems, applying advanced analytical methods as needed.**
- **Assist in designing relevant marketing plans and strategies for digital ad campaigns, combining understanding of consumer behavior, data driven insights, product positioning and marketing objectives.**
- **Troubleshoot technical issues both internally and with Third party vendors.**
- **Manage servicing needs of clients and win sustainable customer delight and brand advocacy.**

Competencies:

- **0-2 yrs Exp with Bachelor’s or Master’s degree in a quantitative discipline (e.g. business administration, engineering, statistics, operations research, economics, mathematics).**
- **Strong analytical and problem-solving skills.**
- **Ability to present results of complex analysis compellingly to both technical and non-technical audiences.**
- **Self-motivated with the ability to work independently and within a team.**

	Program	AE	BS	BE	CE	CHE	CSE	EE	ES	ME	MSE	PHY	CHM	MTH	ECO	DES	IME	CGS	HSS	EEM	MSP	NET	PSE	Stats
Eligibility :	BT	Yes	No		Yes	Yes	No	Yes	--	Yes	Yes	--	--	--	--	--	--	--	--	--	--	--	--	--
	BS	--	--		--	--	--	--	No	--	--	No	No	Yes	Yes	--	--	--	--	--	--	--	--	--
	MT	No	No		No	No	No	No	No	No	No	--	--	--	--	--	No	--	--	No	No	No	No	--
	DoubleMajor	Yes	No		Yes	Yes	No	Yes	--	Yes	Yes	No	No	Yes	Yes	--	--	--	--	--	--	--	--	--
	dual	No	No		No	No	No	No	No	No	No	No	No	No	No	--	--	--	--	--	--	--	--	--
	dualB	No	No		No	No	No	No	--	No	No	No	No	No	No	--	No	--	--	No	--	No	No	--
	dualC	No	No		No	No	No	No	No	No	No	No	No	No	No	No	No	--	--	--	--	--	--	--
	Mdes	--	--		--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--	--	--
	MBA	--	--		--	--	--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--
	Phd	No	No		No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
	MSc	--	--		--	--	--	--	--	--	--	No	No	No	--	--	--	--	--	--	--	--	--	No
	MSR	No	No		No	No	No	No	--	No	No	--	--	--	--	--	--	No	--	--	--	--	No	--

Cost to Company : 7L-10L
Package Details : 7L-10L
Bond : False
CPI CutOff : 0.0
Medical Requirments : NA
Resume Shortlist : True
Resume Shortlist Criteria: 10-80% above, 12-80% above, Grad CGPA- 7 above, JEE rank within 2000
Aptitude Test: True
Aptitude Test Duration: 1 hour
Group False

Discussion:
Technical
Test:
Technical
Interview:
Technical
Interview
Duration:
Number of
Technincal
Interview
Rounds:
HR
Interview:
HR
Interview
Duration:
Additional
Information:

False

True

1 hour

2

True

1 hour