

## **JD - MARKETING EXECUTIVE**

### **About Intello Labs:**

Intello Labs is Gurugram based agritech start-up founded in 2016 by IIT Bombay alumni with sound technical expertise. It taps the power of AI, ML, and computer vision to solve one of the biggest problems our world faces – cutting down food loss. We do this by digitizing the quality assessment of fresh fruits and vegetables. Our technology transforms quality processes, making them objective, efficient, and less wasteful.

From growers to packers, from exporters to food services, anyone can use our innovative, scalable solutions to digitize food quality, achieve fair pricing and reduce food wastage. Intello Labs gives the edge needed to make a food business thrive.

### **About Praman:**

Praman is on a mission to create a global horticulture trade exchange. Powered by AI, Praman offers objective quality assessment, creating a fair, transparent and formal trade exchange. The e-auctions and trading are based on real-time and traceable quality data on all horticultural products, including fruits, vegetables, and spices. At a daily GTV of \$2mn, Praman is poised to scale and be the largest platform in the Agri-tech ecosystem.

**Designation: Marketing Executive**

**Location: Delhi NCR**

### **Job Responsibilities:**

As a marketing executive, you'll need to:

- Work on developing Praman as a Brand
- Organizing and oversee offline and online advertising/communication campaigns
- Write copy for diverse marketing distribution (brochures, social media, website material etc
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- Monitor progress of campaigns using various metrics and submit report of performance
- Collaborate with Marketing Managers in delivering agreed activities
- Liaise with internal and external teams to ensure that tasks are completed and programmes are delivered on time.
- Communicate with target audience and build and develop customer relationships
- Conducting market research and analysis to evaluate trends, brand awareness and competitive ventures.

### **Requirements:**

- Proven Experience as **Marketing Executive** or similar role
- Familiarity with social media and web analytics and marketing software(e.g. CRM)
- Excellent research and writing skills, particularly as these apply to marketing
- Excellent Communication and People skills
- Strong organizational and time management abilities
- Ability to multitask while working in a highly charged environment

### **Perks and Benefits:**

- Good performance incentives over and above the fixed salary