



Mydala is hiring for Associate / Product Manager

Location-	New Delhi
Position Type-	Full Time
Education-	UG - Any Graduate -Any Specialization /PG - Any PG Course - Any Specialization
Work Experience-	2 years - 6 years

At mydala, we put users first and our offering to the customer is the best way to judge us. To make this happen, Product Managers on our team not only agonize about our product strategy but also on every minor detail. They act as a catalyst of all that we stand for – which is to build trust and to deliver the best experience for our users.

Roles and Responsibilities

- Help define innovative yet simple and intuitive products
- Candidate will be responsible for layout enhancement for the entire set of Internet and Mobile products
- Responsible for designing front-end frameworks for web mobile, web based application user interfaces & back end CMS
- Creating and managing product portfolio for the business
- Develop product strategies that put users first while helping us meet our business goals
- Analyzing user behavior using Google analytics and accordingly optimizing over all products (web-page, WAP, Mobile) and then accordingly optimizing search traffic, SEM and affiliate programs
- Working closely with Technology & Marketing team on continues improvement in SEO, SEM, affiliate marketing, alliances, PR and related activities
- Understand & update Competitive landscape, Customer satisfaction, Customer segments, Industry reports and trends
- Define success metrics, and analyze and iterate to create successful products
- Develop and tell product stories that will make users obsess over our products

Ideal Candidate

- Product management or product design experience
- Demonstrated success defining and launching simple and intuitive user facing products/features
- Excellent communication and analytical skills
- Ability to ruthlessly prioritize for impact
- Proven ability to lead, influence, and collaborate with cross-functional teams
- Ability to handle pressure and deadlines

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