

Business Development Associate

The White Panda Team

Location: Bengaluru

About us:

White Panda as a platform offers a convenient content creation process to Digital Agencies, Brand-turned-Publishers, SAAS companies, and E-commerce platforms without the need for Micromanagement.

Being built with a model based on Language, Human Resources and Marketing, the company works with thousands of content creators to power content marketing for hundreds of leading brands. Some of our notable clients include Radisson, Apollo, Axis Bank, PNB Housing, three of the top 10 marketing agencies in India, and so on. The core team at White Panda is a diverse range of professionals who are alumni of institutions like IITs, BITS, and Goldman Sachs. The venture is funded by highly successful entrepreneurs, Tier-1 investors, and IIT Gandhinagar.

In the outset, the purpose of any content is to educate or entertain. We aim to have an impact on end consumers by elevating the quality of Education/Entertainment by partnering with 40 Lakh businesses globally.

Responsibilities:

- Develop new business with existing clients and/or identify areas of improvement to meet sales quotas
- Create Go-To-Market strategies for our different verticals
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Optimize our marketing automation and lead nurturing processes through email, content, and social channels.
- Manage both on-page SEO and off-page SEO for the company.
- Assist with challenging client requests or issue escalations as needed
- Collaborate with internal teams to create landing pages and optimize the user experience
- Oversee MarketPlace Operations with respect to our content projects

Skills:

- Conscientious, detail-oriented, and efficient
- Fast, accurate and the ability to prioritize
- Strong Business Orientation
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization, including executives and C-level
- Experience in a very fast-paced digital environment