



Who are we?

Zakoopi is a well funded and fast growing early stage startup that is changing the world of offline fashion shopping. Some call us the Zomato of fashion. With over 7,000 fashion retail stores covered across Delhi / NCR, Mumbai and Kolkata, we are growing at an exponential rate.

We are the biggest structured fashion discovery platform there is. And as we tell you this, our users are doubling month on month. In the next 12 months, Zakoopi is going to completely transform how India shops for fashion in real markets. And yeah, we are well funded.

Our team is small (but growing fast), and we work with this one motto – *Aaj kuch toofani karte hain!*

Check us out – www.zakoopi.com

Job openings

Role – Social Brand Manager (Female)

Location – Delhi / Mumbai

Job Description

Zakoopi is fast becoming the go-to destination for the shopaholics and fashionistas in town. And we are looking to connect and engage with them better through digital channels.

The Social Brand Manager (SBM) shall be responsible for managing brand Zakoopi across various social media platforms. She would be the brain behind the conceptualization of relevant media content and the executive who shall see that the plans are impeccably executed.

The key performance parameter for the SBM would be the online engagement of Zakoopi's community through campaigns, content and innovative creatives, across digital channels like Facebook, Instagram, Pinterest, Twitter, Youtube, etc.

This is NOT a standard Social Media Marketing profile. So apply only if you can take up the challenge of becoming a 'brand manager'.

Requirements

- Great copywriting and visualisation skills with a sound knowledge of Adobe Photoshop / Illustrator



- Prior experience of successfully managing digital and social profiles. She could also be someone who has done this for herself via her Facebook / Twitter / Instagram / other channels
- Experience in an ad agency (copy writing, visualization, etc) would be a great plus
- Last and not the least, a person who is a fashionista herself and lives for the social media!

Salary

INR 25,000 – 45,000 per month, depending upon relevant experience and skills.