

## **Marketing Executive - Wealthy.in**

Location - [HSR Layout, Bangalore](#)

Experience - 1 to 3 years

Reporting to - Head of Content

### **About Wealthy**

Wealthy (wealthy.in) is making Wealth Management accessible through its online platform and a network of advisors (called Wealth Partners). Founded by two friends who met at IIT, our young team of 40 employees cuts across the intersection of tech, finance, and business.

Our team has attracted good talent over the past years, and our business leaders come from well-established companies like Morgan Stanley, Citibank as well as tech startups like OLA, Belong, Digio, etc. The company has so far raised \$9mn from Tier-1 investors and serves ~2,000+ advisor-partners and ~50,000+ end-customers across the country.

To know more, please [click here](#).

### **Overview**

For our 3500+ Wealth Partners, we have people who help them transact, analyze their product usage, and produce content. You will connect these functions and deepen Wealthy's relationship with this community of Wealth Partners.

### **Specifically, you will help us answer questions like -**

- 1) What incentives and training topics work?
- 2) How are they using our content?
- 3) Who is our typical Wealth Partner?
- 4) How can we use tech to build our community?

### **To answer these, your tasks will include:**

- 1) Coordinate and track attendance for Zoom sessions
- 2) Congratulate partners on their transactions
- 3) Answer questions on our CRM
- 4) Conduct surveys to understand our Wealth Partners
- 5) Coordinate with graphic designer and produce content
- 6) Manage all tasks related to community

### **You are a good fit, if you have these or if you can develop these.**

- 1) Data-driven: Put a number to all questions
- 2) Tools: From spreadsheets to queries, learn what is needed.
- 3) Fluency: Good communication in Hindi and English
- 4) Conversations: Comfortable talking to a lot of people
- 5) Personal finance: Explain the difference between a Mutual fund and Index Fund.

**Experience**

Any graduate with 1-2 years of experience.

Compensation - According to experience and industry standards

**Interested?**

Please email your CV to [sreeni@wealthy.in](mailto:sreeni@wealthy.in) explaining why you are a good fit for the role.