

# Argentina Jobs Expertini®

## Product Marketing Manager

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Company: Inswitch

Location: Argentina

Category: arts-design-entertainment-sports-and-media

We are looking for a Product Marketing Manager to lead our outbound Product Marketing activities. You'll be responsible for presenting our products in ways that will strengthen our brand and boost sales. For this role, you be a creative and quantitative thinker. You should be familiar with various product marketing techniques, and be an expert in fintech products. Your goal will be to develop and implement the most profitable plans to position and promote our products.

**Responsibilities**

- Study company products
- Translate technical details into benefits for the user
- Follow and analyze market trends to position products
- Develop product marketing strategies (pricing, advertising, product launching)
- Craft compelling messages across marketing channels (landing pages, ad campaigns)
- Work with various teams (design, content, acquisition, product, sales) to implement strategies
- Test marketing product features, releases, and ad copy
- Evaluate projects using relevant KPIs and feedback from existing and prospective customers

**Requirements and skills**

- Proven experience as a Product Marketing Manager, Brand Manager or similar role
- Solid understanding of market research and data analysis methods.
- Demonstrable experience and understanding of Fintech business
- Working knowledge of web analytics tools (Google Analytics, WebTrends)
- Excellent communication skills
- A keen eye for detail
- A leader with both creative and analytical capabilities
- Outstanding communication (written and verbal) and interpersonal abilities.
- Native-level English speaker.
- Availability to work remotely.

If you are a strategic thinker with a passion for B2B marketing, experience in the fintech sector, and the ability to collaborate effectively to achieve exceptional results, we encourage you to apply! Powered by JazzHR

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