

Karomi Crafts N Textiles-Marketing Executive

About the job

Karomi is seeking a dynamic Marketing Executive to drive brand visibility, retail growth, and strategic partnerships. This is a cross-functional role that combines brand storytelling, merchandising, and business development – ideal for someone looking to build a holistic career in fashion.

About the Role You will play a key role in shaping Karomi's market presence across digital and physical channels, while also supporting expansion into new domestic and international markets.

Location: **Kolkata**

Compensation: **4 - 6 LPA**, commensurate to experience

Key Responsibilities

Brand Marketing & Storytelling

- Manage and grow the brand's digital presence across platforms
- Conceptualize and coordinate to execute photoshoots and content campaigns
- Ensure consistency in brand voice, visual identity, and communication

Business Development

- Identify and onboard new Multi-Brand Outlets (MBOs) and retail partners
- Research prospective markets and build strategic partnerships
- Pitch and present the brand to potential stockists

Exhibitions & Events

- Represent Karomi at out-station exhibitions
- Oversee stall setup, visual merchandising, and customer engagement
- Drive on-ground sales and brand visibility

Retail & Merchandising Operations

- Manage relationships with existing retail partners
- Oversee stock allocations, replenishment, and inventory flow
- Maintain visual merchandising standards across locations

Cross-Functional Coordination

- Work closely with production, inventory, and sales teams
- Align product availability with market demand and growth plans

Candidate Profile

- 0–2 years of experience in fashion, marketing, brand management, or luxury retail
- Strong communication, presentation, and interpersonal skills
- A keen eye for aesthetics and storytelling
- Highly organized with the ability to manage multiple priorities
- Willingness to travel for exhibitions and events
- Proficiency in GSuite
- Adept at Adobe Illustrator and Adobe Photoshop preferred
- Immediate joiners preferred

Contact

Interested candidates please send your resume and a brief introduction to aastha@karomicrafts.com