



relovv
Reduce. Reuse. Relovv.

ANALYTICS & MARKETING MANAGER

Work directly with the founders at relovv's stunning WeWork and/or Miracle Mile HQ in Hollywood, CA.

Responsibilities:

- Manage and create a master-campaign calendar for thousands of campaigns.
- Manage Email Campaigns - you will have a design team.
- Manage Promotional Campaigns and Promo Codes.
- Strategize all sales, promotions, promo codes, incentives.
- Drive outbound sales and traffic to the app
- Manage all push notifications. ex: "Kat, 10 red dresses hand-picked for you."
- Be responsible for working with social media interns to delegate initiatives and ensure content is on-brand / in conjunction with one another.
- Manage Push Notification Campaigns
- Market segmentation - ensure each subgroup of our members are contacted in an effective and frequent manner.
- Ideally manage press.

Ideal Qualifications (if more than half applies to you, we want to talk):

- *MUST KNOW SQL
- *MUST BE ADVANCED IN EXCEL OR TABLEAU
- *MUST HAVE STRONG ORGANIZATIONAL SKILLS
- * to be clear, we are not looking for someone who just does social media or content creation. We want someone who is very analytical, and is ready to run our marketing division.

Ideally:

- Experience in E-commerce, Mobile Apps, and/or Fashion Industry
- Knowledge of Google Analytics, SEO, and SEM.
- Experience running email / notification campaigns.
- Sales experience - driving sales and traffic, running actual sales (discounts), etc.
- Knowledge of Facebook, Google, and Instagram ads and / or influencer marketing.
- Knowledge of deep linking.
- Experience with loyalty programs / promo codes (especially e-commerce or in app).
- PR experience with *nationalpress* or with influencers/bloggers with *largefollowings*.
- Any knowledge of photography is a plus, as well as Photoshop, Illustrator, etc.

About relovv:

Relovv is the new and sustainable way to buy & sell fashion. We match our buyers and sellers with each other (like a dating app) based on data to sell more items and show you a selection that really speaks to you. It is named after our patent-pending feature that allows members to sell each other's items by relovvng them. We use matching and machine learning (it's super cool) to sell the highest percentage of inventory of any marketplace to date (including eBay, Poshmark, depop, and more). By selling more, we fulfill our mission to #ReduceReuseRelovv. The fashion industry is the 2nd most wasteful in the world, worse than oil. In the USA alone, 14M tons of clothing get discarded each year. That's the weight of 700 Caribbean cruise ships - our only option is to relovv our clothing and extend their life cycles.

But young people aged 12-25 have no way no way to do that. Our competitors sell less than 10% of their inventory, and the vast majority of what they do sell is luxury, which young people are not buying or selling. We focus on this untapped "next generation" and their \$30 price point, sourcing brands and trends they love for a lot less than other

marketplaces. Relovv is not just an app it is a brand and vision. We care about getting your items sold, being progressive with genderless categories and size inclusivity, affordability, and sustainability. We also have a growing team of 70 brand ambassadors (HS and college students), who volunteer to work for us because they buy into our brand and our mission - they just fall in love with how it works for their demographic.

Relovv is currently named UNItiques.com. We are rebranding to the name "relovv" this Summer 2018 and launching our new mobile application. UNItiques has been featured on TV shows including Lifetime's Projecting Runway Startup and ABC's The Chronicle, as well as featured in Forbes, Entrepreneur Magazine, and more.

We are launching a massive expansion for this fall and need your help.

Job Type: Full Time

Location: Los Angeles

Ideal Experience:

- 2+ years analytics
- 2+ years e-commerce
- 2+ years email marketing
- 2+ years excel
- 2+ years marketing strategy
- 2+ years social media ads
- 2+ years mobile app experience
- 2+ years management