

# SWOON

— *be* —  
M I X E D

## Growth Marketing Manager

### **WHO WE ARE**

Some whisper sweet nothings—we shout them! Be Mixed is the consumer products company dedicated to taking sugar down while keeping life sweet. Launched in fall 2015 by two women looking to create a cleaner way to drink, Be Mixed started by making easy-to-enjoy, delicious cocktails (and mocktails) without compromising taste. Be Mixed is now available at [www.be-mixed.com](http://www.be-mixed.com) and on shelves in over 2,000 retail locations nationwide. This summer we're launching Swoon ([www.tasteswoon.com](http://www.tasteswoon.com)), a zero sugar simple syrup that gets its natural silky sweetness from monk fruit, as part of our rapid growth and continued expansion.

We're looking for a growth marketer who is passionate about building on the success of our ecommerce and DTC business and taking it to the next level. You'll own end-to-end user acquisition across paid social, search, Amazon and more with a focus on scalable, sustainable revenue growth.

### **WHAT YOU'LL DO**

Manage and execute paid marketing campaigns across Facebook, Instagram, Google and Amazon.

Exceed CAC and ROAS targets to drive sustainable revenue growth through constant data analysis, testing and iteration.

Analyze digital marketing performance data and maintain performance dashboards. report on successes, failures, and share what works with fellow team members.

Translate data from across channels to understand customer life cycle, creative trends, and opportunities for growth.

Continually test and learn. Develop and execute A/B tests for digital marketing campaigns—testing content, copy, and promotional strategy to make strategic optimizations.

Collaborate on asset creation and optimization using past performance data to drive future content development.

Proactively brainstorm and pursue creative marketing ideas and ways to capitalize on untapped channels (including affiliate, Pinterest, podcast, and YouTube).

Assist with eCommerce management and optimization (A/B testing, landing page optimization, funnel analysis, email segmentation, SEO).

Assist with Amazon account management (Coupons, promotions, listing optimization).

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## **WHO YOU ARE**

3+ years experience in direct to consumer marketing, specifically paid social and SEM. Previous ecommerce startup or digital marketing agency experience is a plus.

Proven record in managing successful direct response digital marketing campaigns and pursuing new marketing strategies.

Comfortable running high budget campaigns end-to-end, from conception, to execution, to analysis.

Committed to hitting CAC and ROAS goals while being mindful of our brand and user experience.

Analytical with the ability to interpret data into actionable insights.

Creative and design skills (Photoshop, video editing) and an aesthetic sensibility are a plus.

Experience with Amazon, Shopify, and Klaviyo are a plus.

Excited to join a fast-growing team, take initiative, and drive results.

Passionate about Swoon's mission to take down sugar while keeping life sweet.

## **THE FINE PRINT**

Able to work in our New York City office. Working remotely is an option for the right candidate.

Available on weekends and evenings as needed, but more importantly, you're flexible with your time.

Competitive compensation, unlimited vacation, and subsidized health benefits.

All the Be Mixed & Swoon you can drink.

Reports to the Director of Digital Strategy.