

## VP of Growth Marketing and Insights

*Los Angeles, California*

As Head of Growth Marketing, you will be responsible for leading/scaling a world-class growth marketing team, driving strategy, setting priorities, expanding capability, and delivering on ambitious revenue goals. You will grow the company's revenue base by working at the intersection of business, technology, data, analytics, and marketing. You will have accountability for all insights on marketing channels, including paid search, SEO, paid social media, display advertising, retargeting, affiliate, brick and mortar, as well as analytics and insights. You will work with Lunya's executive team to set long-term growth strategies and guide the company's growth trajectory.

### **What you'll do:**

- Collaboratively guide the organization, prioritization, and focus of the marketing team members which initially includes; brand, ecomm, retail and conversion marketing
- Work cross functionally with key stakeholders across the company to set and execute the strategy and roadmap for company growth
- Build dashboards that each functional area of the team needs to execute effectively in the context of the larger goals
- Create playbooks and training modules for the successful development of skills and initiatives across SEO, SEM, funnel optimization, digital marketing, etc.
- Guide the team in maximizing and maintaining the impact of all successful marketing experiments via playbooks, automated systems, and cross marketing integration
- Perform cost benefit analyses to manage effectively and efficiently to budget and goals
- Oversee hiring of team members to enable scaling revenue
- Identify, pursue, and position the team to support new sales channels to enable revenue diversification and growth
- Build revenue projections, align team, and hold the team accountable to weekly and quarterly goals
- Provide thought leadership, strategic insight, and clear communication (written and verbal) to the organization on strategy
- The successful candidate will be a strategic planning and business development expert, able to engage deeply with partners at various organizational levels to advance revenue growth initiatives and guide effective execution of new deals
- The successful candidate will also oversee an array of analytical and forecasting aspects of the digital business, manage departmental organization processes, and bring an understanding of optimal integration of commerce and marketing.
- Develop partner-specific and cross-partner revenue-optimization strategies, and lead implementation of those strategies.
- Oversee monthly business planning and forecasting and maintain regular communication of updates.
- Lead business insight analysis projects, establish transparency regarding performance, and drive initiatives to improve execution
- Collaborate with teams to ensure productive implementation of new deals and focus on driving digital deal operationalization, maximization and innovation

**Who you are:**

- Highly motivated by the prospect of scaling a hyper-growth company while leading a team
- An extremely quick, strategic and analytical thinker with exceptional experience leading teams
- You must be a world-class individual contributor, team player, inspirational leader, and entrepreneurial-minded, results oriented person to thrive at Lunya in a leadership capacity
- Flexible and goal oriented

**What you'll need:**

- Demonstrated experience growing revenue at performance marketing heavy B2C company generating over \$20M in annual revenue
- You must have a best-in-class, analytical and data-driven background in a STEM field (credentials from a top university preferred)
- Extensive experience interviewing candidates for analytical positions and a keen eye for talent
- Strong experience leading analytical teams at rapidly growing businesses is required; proven experience as an entrepreneur is preferred
- Experience leading and scaling cross functional, dynamic teams
- A strong ability to build highly effective training sequences for diverse skill-sets
- Experience guiding and executing functional specialization within teams, including setting and monitoring KPIs that both reflect clear division of responsibilities and larger team goals
- Demonstrated analytical rigor. You must know how to quantitatively analyze and optimize marketing programs and growth initiatives
- A lean, data-driven, process and KPI-oriented mentality is critical
- You must have excellent verbal and written communication skills
- You must have the ability to foster a results-driven mentality in your team.

In addition to salary compensation, this role will also provide a discount on Lunya goods, medical insurance, and PTO in accordance with company policy.

**Who we are:**

Lunya sleepwear helps women (and soon men!) sleep better and feel confidently comfortable.

Our small-but-mighty team is smart, creative, passionate, and entrepreneurial-minded, who meet the same superior standards we set for our products. We're a young company so nothing is above or below you. Our company culture is special and unique—you'll dig it, we promise. Plus, wouldn't you rather commute to Santa Monica instead of Downtown? Nothing against Downtown, but let's be real...

**Please send resume and cover letter to [jobs@lunya.co](mailto:jobs@lunya.co)**