



## **Full-time Growth Marketeer**

### **About the job**

We are looking for a talented Growth Marketeer with a proven track record to join our team in the heart of Amsterdam. The candidate must have a good grasp and understanding of various tools and to develop, implement, track and optimize digital campaigns across different channels. This is a great opportunity to gather hands-on experience in a fun startup environment, and have a direct impact on key deliverables. Join us in unboxing AWESOMENESS!

### **Responsibilities & tasks**

- Developing, executing and improving the current digital marketing strategy to acquire and retain customers
- Managing acquisition and retention channels (e.g. email marketing, influencer marketing, social media ads, etc)
- Content creation
- Communicate critical performance metrics to founders.
- Optimizing the complete customer journey with experimentations and data-driven decisions
- Research and test new acquisition channels and new business opportunities.
- Initiating, creating and implementing strong social and display advertising campaigns with AdWords, social media, etc
- Weekly monitoring, reporting and in-depth analysis of website performance against set KPIs
- Analysis of customer behavior and share findings & opportunities with founders
- Working with our content creator to coordinate the right content to the right audience

### **Desired skills**

- Proactive and Go-Getter mentality
- Prior experience in e-commerce is preferred
- A Bachelor degree in a relevant field

- 2-3 years of relevant e-commerce experience
- Familiar with Shopify
- Excellent analytical skills
- Proficiency in Facebook & Google Analytics/AdWords, and marketing automation
- Excellent written and verbal communication skills in Dutch and English and
- Must be a self-motivated and driven individual who is able to show creativity, strong work ethic, and the ability to prioritize and multitask in a fast-paced, deadline-driven environment
- Photoshop, InDesign and/or Illustrator is a plus

#### **What we offer**

- Working in a young, creative and dynamic startup
- Full-time job in our cozy and fun office in the heart of Amsterdam
- Competitive salary, depending on your knowledge and experience
- A cozy office environment in the heart of Amsterdam
- Weekly team drinks

#### **About the company**

BUNDLEBOON is changing the way parents shop for children, by combining technology, data, brand, personalization, unique customer experience and merchandise that screams CUTENESS! We are taking the dressing room drama and making shopping for kids convenient and fun - the future of vertical commerce!

We are an Amsterdam- based startup, founded by two female founders from Germany and Denmark with great retail and fashion expertise. Join our fun, young and strategic team to develop a scalable and innovative startup that powers a business with massive market opportunity in Europe.

Are you the candidate we are looking for? Send your CV and cover letter to [nelli@bundleboon.com](mailto:nelli@bundleboon.com)