

PediCure

Marketing Lead

PediCure Inc. is a hardware startup that creates products to improve the aging experience, such as PediCure, our patent-pending toenail trimmer.

We're seeking a talented marketing lead to join our core team, conduct market research, and execute marketing campaigns.



The marketing lead will work with the CEO, CFO, and design strategist. In collaboration with the business team, the lead will conduct market research to define customer segments, market size, analyze advertising data, and most importantly grow our customer base. We expect this position to be 5-10 hours per week.

As Marketing Lead of PediCure you will:

- Experiment with growth initiatives to find new marketing channels
- Build, implement, and optimize user acquisition campaigns
- Recommend improvements and insights based on actionable metrics
- Conduct market research
- Grow and connect with our customer base
- Manage and update social media platforms

The Ideal Candidate:

- Has prior experience in marketing and business consulting
- Has demonstrated ability to advertise, promote, and sell products or services
- Can analyze audience and performance data to inform strategic decisions
- Is collaborative, communicative, self-directed, analytical, and organized
- College students and college grads are both welcome to apply

Bonus Points If You Are:

- Experienced in A/B testing, SEO, conversion rate optimization
- Knowledgeable in branding and visuals

This is an unpaid position where you will gain experience in a growing startup. The PediCure team is a ambitious, dedicated, and interdisciplinary team of Cornell grads who have worked at Google, Tesla, and Lockheed Martin. Join us in our exciting journey of scaling up our business!

Please apply **HERE** by Mon. October 5th, 2020 at 11:59pm
<https://tinyurl.com/pedicuremarketingapp>

Thank you for your interest.