



Ecommerce/Marketing Associate

Persifor is a resort brand founded in 2011 that creates custom printed dresses and accessories available at specialty retail stores and online at Persifor.com.

Persifor is seeking an enthusiastic candidate to manage and expand the brand's marketing and ecommerce footprint while handling the day-to-day operational tasks of the business. The ideal candidate has high energy and a can-do attitude with exceptional verbal and written communication skills. Must also be comfortable working in a small business environment and be self-sufficient.

Job Description

- Manage marketing strategy and communication for wholesale and ecommerce businesses to drive growth, visibility and revenue of the brand.
- Develop and implement customer acquisition and retention strategies through CRM programs.
- Oversee all print, digital, ecommerce, and social campaign strategies and manage creative asset delivery. Coordinate and work with in-house graphic designer and sales teams to meet calendar deadlines.
- Develop and execute strategic and creative events that drive traffic and increase customer awareness. Leverage pre-existing and new relationships with stylists, editors and influencers.
- Drive new business development with promotional, private label and collaborative partnerships.
- Creating and maintaining all pertinent social media platforms. Execute Innovative idea generation by monitoring trends in digital and mobile media. Explore new tools and applications through competitive research.
- Coordinate all castings, photo shoots and budgeting of shoots for trade show and ecommerce collateral.
- Position will report directly to company's founder.

Skills Required

- Ideal candidate will have a strong background in ecommerce marketing and public relations and the ability to conduct and leverage market research to expand the brand voice and customer base.
- Understanding of women's contemporary market and keen eye for merchandising and design.
- MS Office and Creative Suite proficient.
- Willingness to handle a range of operational issues, think creatively and solve problems independently. Have a "can-do" attitude
- Ability to travel domestically and commute daily to Greenwich, CT office.

TO APPLY: Please title your email with job description and embed cover letter in the body of email. Resume should be attached and in PDF format to Careers@persifor.com