



## **About us**

Zookyme is a new digital communication platform for donation process. Our goal is to create an ecosystem that donations are more fun and more impactful. Zookyme brand, owned by Abravant Inc, is located in San Jose, CA.

## **Position**

We are looking for a passionate individual who would define and lead the marketing effort for Zookyme communication platform. The individual will closely work with the founders to select certain strategic partners that enables exponential user based growth of Zookyme in the next 2 quarters.

The candidate would get a chance to interact with some of the existing partners of Zookyme and have an important role in company's marketing strategy.

## **Responsibilities**

- Develop competitive positioning and go-to-market strategies for Zookyme
- Performs market analysis; technical requirements, key players, and potential partners
- Think creatively and execute aggressively to develop programs and initiatives to attract new customers
- Develop program content that can be cascaded across multiple digital channels
- Analyze campaign performances via quantitative and qualitative metrics

## **Requirements**

- Excellent written/oral communication skills and problem solving techniques.
- Ability to work well in and lead cross-organizational and cross-functional teams
- Background or strong interest in digital marketing

## **Contact**

You can reach us at [info@abravant.com](mailto:info@abravant.com)