



WE ARE LOOKING FOR THE PERFECT MATCH.

# CHIEF MARKETING OFFICER (CMO)

## Ready to make a positive impact with your marketing at scale?

You have the chance to join an award-winning impact startup with the mission to make circularity mainstream, affordable and fun! We're developing a fashion swapping app that basically works like Tinder – for clothes.

Following our rapid growth to 20.000 users, thousands of clothes that found a new home, being nominated as the most promising impact startup in AT, and a recent funding round we can't wait to take this journey to the next level.

Hence, we are now looking for a highly engaged, full-time Chief Marketing Officer (m/f/x; GER/ENG) – in our office in Innsbruck/Berlin or remotely – that can co-create the product-market-fit phase with us.

### These are the areas where uptraded needs you:

- You research, identify and set new market trends
- You set up and own the marketing strategy (online and offline) to drive awareness, impact, and growth
- You set up and lead the marketing and communication team
- You monitor and analyze all performances in terms of growth and impact
- You establish partnerships and a strong network and community
- You make shit happen and nail our communications
  - You manage marketing and PR channels (TikTok, Instagram, Pinterest, etc.)
  - You run performance marketing campaigns

### These are the things we think you need:

- Being able to build up the company's marketing from scratch
  - Min. 3+ years of work experience in an app or marketplace startup
- Connection to our mission of making circularity mainstream and a passion for secondhand fashion
- Good understanding of the Gen Z
- An analytical, performance-oriented, and growth mindset

### This is why we think this opportunity is amazing:

- You can be part of making the world a better place through a system change – from linear to circular
- You will have the responsibility and ownership of raising a department
- You can get extra compensation through employee stock options
- Minimum salary: 2.500 gross per month

Send us your CV, a short video about your motivation (max. 2 minutes), and your earliest starting date to [anna@uptraded.com](mailto:anna@uptraded.com).

Anna is looking forward to your application if you want to initiate and drive a system change in society and enable the masses to save the environment we live and love in.