



CONTRACT JOB DESCRIPTION

MARKETING/GROWTH HACKER PRO (Contractor)

June 1- August 28, 2015 Project Contract

Gumstix, Inc. develops, manufactures and markets tiny Linux® computers and related products. Our product kits and systems enable development of the world's coolest products - from phones to drones - on commercial, university, and hobbyist workbenches in over 50 countries.

We're looking for an experienced Marketing professional. This is a contract position for us, created to fill a temporary leave of absence for a full time team member.

The successful candidate will be an analytical, detail-oriented individual who can drive ad and content placement, test site efficacy, and support our marketing activities. For this project, you will work in our Redwood City office and be our company-wide point person for coordinating communications with our customers, partners and social media community.

Responsibilities include:

- **Coordinate growth initiatives** including, database and email marketing, search engine optimization, website conversion, paid keyword marketing, and social media
- **Track and iterate analytical reports** for growth initiatives, marketing campaigns and sales. Create A/B and multivariate tests to improve engagement
- **Manage and maintain all outbound marketing** sources and content including: social media, website, newsletters and email campaigns
- **Research, develop and create different types of original content** for all social media platforms including original content for blogs, infographics and promotional posts, contests and engagement programs for social media and also website copy/edits as needed.
- **Coordinate launch strategies** for new products, with Product Development team.



Job Requirements:

- **Exceptional analytical skills** and enjoy working with data and crunching the numbers to identify patterns, insights, and new ideas; SQL, Excel skills required
- **Relentlessly results driven** and passionate about what's happening with campaigns every day and continuously looking to improve and optimize
- **Strong communicator:** demonstrated efficacy in consumer-facing written communication and excellent verbal skills
- **Hands-on experience** with managing multiple online communities, campaigns, and product launches; basic graphic design experience a plus
- **2+ years experience** as a marketing coordinator
- **4 year degree**, likely in an engineering discipline

Aside from these essential qualifications, we are looking for candidates who learn insatiably, are meticulous and don't hesitate to find a better way to achieve a goal.

Benefits: We offer a competitive compensation. We have a business casual dress code and a fun work environment where hard work, ambition, creativity and bottom line results are recognized and rewarded.

Does this sound like the position that was meant for you?

If yes, we want to hear from you!!!

Send us your resume to openings@gumstix.com, 3 work samples of social media campaigns or marketing content you have created and tell us in 350 words why this position is a great fit for you!

ABOUT GUMSTIX

Gumstix is a rapid electronic hardware designer and manufacturer solution specializing in small size and low power consumption technology. We support over 22,000 diverse product innovators in more than 40 countries. Gumstix computers run production devices in the fields of power management systems, location sensing, data collection, time and attendance, military, security, and robotics. Corporate offices are in San Jose and Redwood City, California.