

TARGETED GROWTH, NOT NOISE

Growth Marketer

Turn deep customer understanding into measurable revenue growth. This is B2B growth for a few high-value production customers - not broad consumer marketing.

WHAT YOU WILL OWN

- Research current, former, and prospective customers; speak with them and understand what drives every order.
- Increase retention, reorder frequency, and account value; learn why customers stop and win the right ones back.
- Identify high-potential US and European skateboard companies and build thoughtful, personalized outreach.
- Improve the biweekly newsletter, SEO content, account-based campaigns, and focused outbound systems.
- Plan useful factory and product videos; coordinate talent and editing; publish quality over empty volume.
- Help place 2HEX-owned products, including Lunarlight trucks, in more skate shops where strategically useful.

THE SCORECARD

- Revenue and qualified pipeline grow - not merely impressions, posts, or campaign count.
- Current customers stay longer and buy more; lost customers produce clear learning or return.
- New outreach is specific enough that the right company feels understood.
- One strong new production customer in a month can be a meaningful win.

YOU ARE A STRONG MATCH IF

- You first became excellent at sales and truly understand how customers decide.
- Or: you can prove that you materially grew a startup or small company - ideally from a tiny team into a 10-20-person business. References will be checked.
- You reject vague 'make content and hope' thinking. Every channel, message, and target has a reason.
- You are analytical, commercially minded, an excellent English communicator, and comfortable calling customers directly.
- You understand modern AI for research, content operations, personalization, and marketing automation.

YOUR MANDATE

- Grow the business 2HEX already has: high-service custom production for established companies.
- Use a bootstrap mindset: maximize impact before adding spend, tools, or headcount.
- Master growth here and build a path toward General Manager responsibility.

GUANGZHOU
ON-SITE

THE FRAMEWORK

8 hours/day, 5 days/week. Chinese public holidays (or the home-country holiday framework for international hires). Target compensation: roughly 10% above the relevant central-Guangzhou market rate, based on experience. German-company contract; no Chinese work visa sponsorship.