

I am launching a company that sells a shoe accessory primarily for Converse shoes.

I am seeking assistance with three areas of marketing:

1. I need to create short video ads/clips for TikTok and other social media platforms. The clips will be mostly animated (not AI) and may have still images added. Eventually I would like to add clips with models.

I am looking for someone that is proficient with Canva or any other video editor that will have options for text insertion and design, background removal and addition, and allows commercial use. The product skews to a younger (20's and under), female demographic. It would be very helpful if the person is current on what is trending and popular on the social media platforms.

2. Additionally, and separate from the design work, I also need assistance with maintenance and changes on both a Shopify store and a TikTok shop.

3. Influencer outreach and User Generated Content. As part of our marketing campaign, I want to contact micro-influencers and consider other options to create UGC for the sites.

The key for the work is that the person is already proficient and can hit the ground running. These would be paid, independent contractor types of arrangements.

Resumes/ inquiries can be sent to vpichney@pichney.com. I would like to know why an applicant would like to be considered for these particular opportunities and what special skills or qualities they have that make them best suited for the work.

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