



DIRECTOR OF BRAND PARTNERSHIPS, WEST COAST

Remezcla is a rapidly growing independent media brand. Founded in 2006, Remezcla was the first premium digital destination for young, multicultural Latinos. Today, it reaches an audience of 40 million. The brand has become the go-to, on-the-pulse source to discover fresh Latino culture. Remezcla is also the preferred partner for leading brands interested in creating relevant content and experiences for a new generation of Latinos. Remezcla and its best-in-class team have earned awards across several categories, including Cannes Lions, Clio, Ex Award, ANA Reggie Award and BizBash Awards, among others.

Remezcla is seeking a dynamic, entrepreneurial **Director of Brand Partnerships** covering the West Coast region. Applicants must have a passion for both content-driven advertising and pushing Latin culture forward. You will help introduce Remezcla's product and mission to brands and media buying agencies on the West Coast, and work closely with our client services and editorial teams to ensure quality deliverables and long-term client satisfaction. You should have a proven track record of success and a go-getting spirit that will allow you to quickly get up to speed on our products and begin generating revenue. This role reports to the CEO.

RESPONSIBILITIES

- Introduce Remezcla products to brands and agencies on the West Coast. through meetings, speaking opportunities, and written materials
- Successfully build consultative relationships with key marketing and executive stakeholders within the top Fortune 500 brands.
- Reach and exceed individual sales goals while contributing to overall team goals
- Prospect, penetrate and create new relationships with advertising agencies and clients
- Develop relationships at all levels from Brand Managers to Agency Buyers
- Provide feedback to our product and business teams about the needs and successes in the market
- Collaborate with our editorial team to introduce sponsorship opportunities around new editorial launches, content features, and timely cultural and holiday content
- Identify and understand trends within the Latin Media Industry
- Strong focus on being able to analyze data and use it to effectively grow the business

REQUIREMENTS

- Minimum 6 years digital sales experience
- Must be located in Los Angeles, CA
- Experience at a leading publisher or digital media platform
- Ability to travel
- Strong track record of success driving revenue through discovering, prospecting, creating new business and growing and retaining existing business
- Strong negotiation, influencing skills and an ability to persuade at all levels of an agency or client
- An understanding of lifestyle content and the Latino millennial demographic in the U.S.
- Skilled in crafting slide decks and written pitch materials a plus
- Spanish proficiency preferred

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CONTACT

Submit a resume, a brief cover letter explaining why you're the most qualified candidate for the job, to jobs [at] remezcla.com. Write "Director of Brand Partnerships, West Coast" in the subject line.

***Remezcla is an equal opportunity employer, offering a great work environment, challenging career opportunities, professional training and competitive compensation.**