

FORCEFIELD

ForceField is an operating group and growth partner for Kenetic Capital portfolio companies. We blitzscale communities, engagement & customer acquisition to unlock mass-market adoption.

We deploy CMOs and full-stack growth teams into blockchain companies to reach annual growth goals in less than a quarter.

Since our launch, we have experienced tremendous growth. Today, we're looking to bring amazing people, like you, on board to expand the development and adoption of blockchain technology.

Meet the partners:



Jehan Chu

Founder of Kenetic Capital. 6 years of experience investing in the digital asset space. Founder of Ethereum Hong Kong community. Co-founder of Bitcoin Association HK. Seed investor in: Ethereum, Polkadot, Flare, Solana, Serum, Terra, BlockFi, QTUM, Icon, Forte.



Roman Khan

One of the founding members behind Lazada - sold to Alibaba for \$2.5b. Bootstrapped a HoldCo of eCommerce companies doing \$200m+ in GMV per year profitably. 9 years of e-Com experience. Manages \$75m+ in annual digital marketing spend.



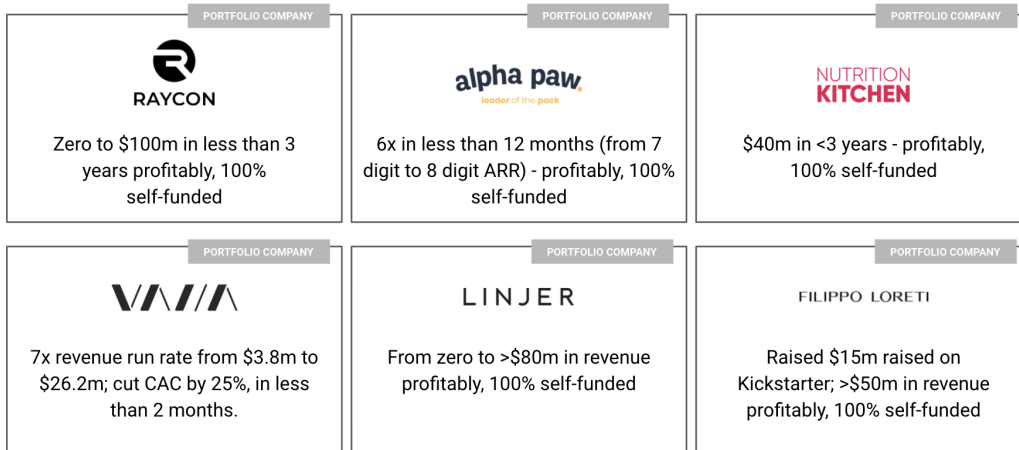
Matas Jakutis

Serial E-Com entrepreneur, investor and CMO. Manages \$50m+ in annual performance marketing spend, profitably. Channels include FB/IG, Google, Youtube, Influencers, TV, DM, OOH, etc



E-commerce blitzscaling track record

- Our team manages \$100m+ of performance media annually
- \$50m+ per year in profitable influencer marketing spend
- 10+ years of performance marketing and media innovation
- 170+ professionals across four offices
- We lend you Tier 1 marketing teams so you can grow from Day 1



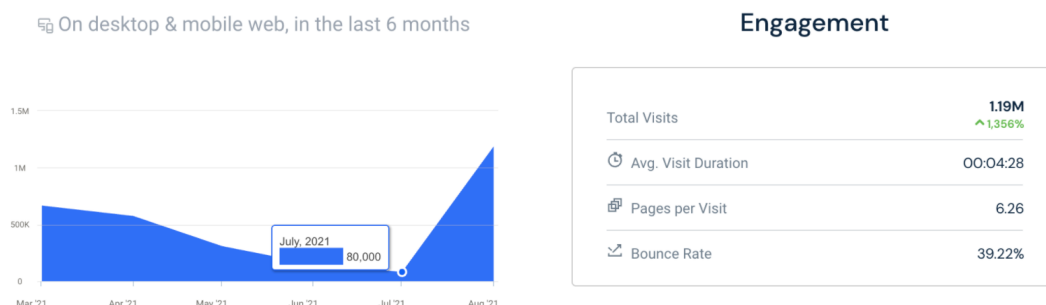
Now, we blitzscale blockchain companies

Results in 30 days for one of the crypto portfolio companies:

- 13,477,267 people reached in crypto/NFT communities
- 4,257,087 video views in crypto/NFT communities
- 102,583 qualified email subscribers collected to sell authentic NFTs

ForceField's unfair advantages:

- Exclusive partnership with Facebook, Twitter & Google to run crypto ads
- Access to 10,000+ top performing influencers and opinion leaders



The team

The team at ForceField is the growth engine behind some of the most daring blockchain companies and responsible for driving new customer adoption through digital channels. We are a group of thoughtful, strategic, and analytical thinkers who are committed to growing our client's businesses with most effective growth strategies.

We deploy 12-15 people on Day 1, allowing founders to “pour fuel on the fire”

Chief Marketing Officer

Acquisition strategy, growth roadmap, team management, investment and resource allocation.

Senior Campaign Managers

Channel performance audit, creative testing and analysis, continuous optimization. At least one senior manager per channel

Conversion Optimization Managers

Consumer insights and user testing, hypothesis creation, wireframing, front end/back end development and A/B testing.

Performance Creative Production Studio

Creative direction, copywriting and high-volume production of performance content to fuel ad testing

Business Intelligence & Data Scientists

Attribution modeling, business performance reporting, data visualisation.

CRM Team

List growth by maximizing capture of emails and phone numbers, deployment of personalized behavior-responsive CRM strategy, customer LTV optimization



About the Role

As the Junior Influencer Marketing Specialist, you'll be responsible for executing the overall strategy, including influencer outreach, sending contracts, communicating deliverables and tracking overall progress of each influencer closed.

We are seeking a digitally savvy, experienced marketing mind to develop and execute our influencer marketing strategies and creative campaigns.

If you are a team player who displays a positive, professional attitude at all times, and who knows the influencer world, then you are the person we are looking for.

Responsibilities:

- Identify opportunities and reach out to influencers on Instagram, Youtube, TikTok, Twitter
- Communicate campaign posting requirements to influencers;
- Track each phase of influencer campaigns and follow up with influencers as necessary
- Review and analyse influencer metrics and insights
- Participate in brainstorming sessions to share ideas, define strategy and be instrumental in bringing them to life
- Supporting Influencer Marketing strategy in execution

This might describe you:

- Degree in Marketing, Communication or a related field (a plus)
- Excellent knowledge of social media platforms
- Strong communication and negotiation skills
- Fluency in English
- Creative mindset
- Ability to work in a team
- Prior experience with marketing or social media (a plus)



Who you will work with:

- This position reports to the Influencer Marketing Team Lead
- Office Location: Kaunas, Lithuania

For more information please visit <https://forcefield.digital> or email at irma@forcefield.digital

