

## Maestrale Napoli - Strategy and Marketing MBA Intern

### Who We Are:

Founded by two Italian friends, Maestrale Napoli is a men's accessories brand that merges craftsmanship, functionality and sustainability. The brand launched on Kickstarter in November 2019 with its first product, handmade touchscreen leather gloves, and surpassed its goal selling over \$85k through crowdfunding.

Maestrale Gloves are made in Naples, Italy using our sustainably sourced leather. Each glove is handmade by expert craftsmen in their bottega using skills passed on from one generation to the next. We are looking to bring our Italian heritage and tradition to the U.S. market and expand beyond the men's gloves category.

### Who We Are Looking For:

Maestrale Napoli is looking for a passionate Strategy and Marketing (MBA Intern) to support our founder and CEO. This person should be passionate about retail with knowledge of the luxury goods and accessories space. They should have a strong background in marketing to help us understand the consumer and their path to purchase as well as a strong analytical mind to define the brand strategy across distribution channels. A background in merchandising is a plus as well as prior work for a retail startup. The candidate will have the opportunity to be involved in strategic decision making and will be a key player in launching the Maestrale brand in the US market. As a new company, an entrepreneurial spirit and all hands on deck attitude is a must!

Nice to have skills: experience with the Shopify platform; proficient in Adobe Suite (Illustrator, Photoshop); appreciation for Italian culture and tradition

### Responsibilities:

#### Market Analysis

- Conduct industry research and produce a market and competitor analysis report on the global and domestic (US) glove and accessories market
- Follow industry and consumer trends
- Create a profile on the customer and the customer journey, who are they, where do they shop, what are they looking for?

#### Strategy and Merchandising

- Work with the CEO to develop and coordinate the distribution strategy across online, retail (wholesale) and international channels
- Identify wholesale/retail partners across the U.S. and lead the effort to activate them
- Provide guidance on merchandising and selection of product assortment and pricing strategy
- Analyze key revenue targets, product margins, and profitability by distribution channel
- Identify new product opportunities & deliver the financials to ensure market size and opportunity

#### Marketing

- Work on a brand building framework to help refine the brand positioning and equity
- Lead the implementation of an internal CRM platform (ie- Salesforce)
- Keep social media platforms up to date (ie- LinkedIn, Facebook, Instagram, etc.)
- Responsible for making updates on the website through Shopify platform

Interested applicants can send their CV to [hello@maestralenapoli.com](mailto:hello@maestralenapoli.com) with subject line "Summer Internship 2020"