Summer Marketing Specialist

Want to do irreplaceable work at a fast-growing startup solving a big financial problem in an emerging country led by a tightly knit team that includes Wharton MBAs?

Nexu helps individuals in Mexico quickly obtain their best possible loan among financial institutions in the country. Nexu uses technology to reinvent the loan origination process in Mexico. The company has been operating since October 2014 and is currently growing fast. The team includes 4 people and is expected to get to 40 by the end of the year. Two of the three founders are WG’14.

What you will do with the Marketing team:

- Assess current online marketing strategies (effectivity by customer segments and online channels)
- Based on your assessment develop an iterative plan for future marketing campaigns
- Implement and analyze results of your online marketing efforts

How to know if it’s the right opportunity:

This is an opportunity for someone willing to take on a lot of responsibility from the get go. We are more structured that the “average” startup -or at least that’s what we’ve heard- but you’ll still have to achieve results and discern where your time is best spent.

We will not give you a “side” project that we may or may not take on after your summer ends. We will give you real work essential to the operations of the company with responsibilities that will impact Nexu short-term. We believe that this type of role will also be the best for you because you will truly experience the reality of a growing startup and what is like to lead or work on one. Plus, you’ll get to see the impact of your work.

You’ll work side-by-side with the founders. If you’d like, you’ll get the opportunity to work in other areas of interest to you.

What we’d prefer from you:

- Enjoy or have interest in evaluating and running marketing campaigns in multiple channels
- Are hungry to learn (read, talk to people, call, search) about internet users in a new country
- Have experience or interest in technology and consumer finance
- Have experience or interest in Mexico or Latin America as a whole
- Speak some Spanish

Logistics:

- Summer 2015
- Mexico City

If you are interested:

Please reach out to abdon@nexu.mx.