



## THE GIST . . . .

avindy is a leading designer jewelry brand sold in several hundred boutiques, galleries, catalogs and websites worldwide. avindy jewelry is designed by a mother-daughter duo and is made to order in their historic loft studio by a staff of artisan women. avindy has been in business nearly 10 years and is adored by women for its unique combinations of semi-precious gemstones, antique and ancient inspired elements, diamonds, freshwater pearls and layers of chains. avindy puts out a new Spring/Summer collection and a Fall/Holiday collection every year. We are looking for a superstar with strong sales skills and a savvy sense of style to continue to build the business and increase sales by finding new stores and channels to sell avindy jewelry and also building stronger relationships with our existing customers. Salary will be base + commission with the bulk of the opportunity for success in the commission portion. Below are the key aspects of the job:

### **SALES:** Increase Our Customer Base and Build Relationships with Existing Customers

The most important aspect of this job will be the ability to increase sales and grow our business. We will provide plenty of resources, contacts, strategies, support, etc. and will need someone to take all of this and give 150% to driving sales and building relationships via phone, email and a bit of travel to trunk shows, trade shows and appointments. The ability to pick up the phone and make an impression is going to be really important. We are looking for someone who can build strong lasting relationships with top retailers around the world.

We are currently in about 300 upscale boutiques, galleries and catalogs worldwide. I believe we could be in 2000 with the right sales effort. There are plenty of fine jewelry stores, catalogs, department stores, boutiques, galleries, gift stores and more who do not yet know about avindy but would love to carry it. There are also many stores who already carry avindy and would reorder more often if someone gave them a call regularly to see how business was, what they need to fill in their counters, etc.

### **WORK FROM HOME:** Hit the Phones!

This job will require a lot of work from home since our studio is a bit tight and we feel like someone might be more comfortable doing sales in a private space. We will most likely require travel to NY for trade shows which involves setting up and tearing down our trade show booth as well as working in the booth doing sales. These shows are very tiring but lots of fun. We are always surrounded by the "best of the best" in art, jewelry, clothing and accessories. Shows are January and August.

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**SALES & MARKETING:** Via email, eblasts, blogging, mailers, online catalog

We take our brand image very seriously at avindy. We love the vintage look and are very detail oriented. We try to keep all our marketing and sales materials consistent. Experience or an ability to learn some graphic design would be a huge plus. I currently use Adobe Illustrator and Photoshop to create all marketing materials.

We believe there is a lot of potential to also build our retail outlet [www.avindy.com](http://www.avindy.com) . Experience and an understanding of search engine optimization, blogging, Facebook, Twitter, etc. is preferred.

**OVERALL:**

avindy is a really great place to work and a special place to build a career if you love jewelry and fashion. We have a fabulous team of nine artisan women, a beautiful product that sells well and a very cool loft studio. The atmosphere is casual but we all work really hard to continue to maintain our reputation for gorgeous jewelry and great customer service. A strong work ethic is at the core of our business and we believe everyone must pull their weight and be willing to work together to take the company to the next level! (Oh and we do gourmet potluck lunches regularly so if you like to cook or at least eat well, you're in luck!)

Please email resumes and a cover letter with a short paragraph about yourself, your strengths, and what you think you could bring to the table. I look forward to hearing from you soon.

CINDY

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