

FyndEm Retail Operations & Growth Specialist

Job Requisition ID	R000532
Location	USA, India, Remote
Job Type	Contract, Part-time (12–16 hrs/week, scaling to full-time)
Product Line	FyndEm Retail — Customer Intelligence for Independent Retailers
Reports To	CEO
Compensation	Hourly rate (market-driven) + 5% of net subscription revenue

Job Description

About the Role

We're looking for a disciplined, creative operator to be the single point of ownership for FyndEm Retail — from AI-powered customer intelligence to Facebook ad execution. This is a combined operations and growth role: you manage the AI engine, act on its output, and then turn that intelligence into paying customers through social media advertising, content marketing, and community building.

You start with one customer — our founding design partner. You'll manage AI operations for her boutique (customer service, escalations, intelligence review) and simultaneously run her Facebook ad campaigns using FyndEm's Gold Standard audience exports. What you learn from the founder's business becomes the playbook for every future FyndEm Retail customer — and the proof narrative for selling the product to retailers like her.

In parallel, you'll build CentroidAI's own customer acquisition engine: Facebook ads targeting independent Shopify sellers, blog content, mailing list growth, and Shopify App Store presence. Every campaign you run is both revenue generation and product validation simultaneously. This is the dogfood principle — we use FyndEm Retail to grow FyndEm Retail.

The advantage of this combined role: you see the complete loop. The intelligence output informs your ad targeting. The ad results inform the intelligence tuning. No handoffs, no coordination gaps, no waiting for someone else to act on what you've found. You own the entire cycle from AI insight to market execution.

This role starts at 2–8 hours per week and is expected to become full-time as the customer base grows past 25 paying retailers. At that point, you'll likely split into a dedicated operations lead and a dedicated growth lead — and you'll choose which side you want to own.

About CentroidAI

CentroidAI LLC is a technology and data analytics company. We operate in startup mode EVERYDAY. We are passionate about bringing the power of behavioral AI to industries that have never had it — from plasma collection to independent retail. Our proprietary multi-level nested behavioral analysis technology powers the FyndEm platform across eight verticals.

At CentroidAI, we understand the fatigue around empty AI promises. Unlike the many companies that use "AI" as a label without delivering real value, we are building a genuine AI platform grounded in domain expertise and operational impact. Our startup mindset drives us to focus relentlessly on delivering measurable business outcomes — turning advanced technology into practical tools that solve today's toughest challenges for our customers. We put value first, because for us, AI is about results, not hype.

CentroidAI is passionate about our employees and contractors, customers, and the value/quality of our solutions. These are manifested in our five corporate values:

- **People-First** — We treat our team as our primary advantage, creating a high-trust, low-ego environment where people can learn fast, take smart risks, and do the best work of their careers. Happy employees will take care of our customers, and always do the right thing.

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- Customer Delight — We will make our customers wildly successful. The customer puts food on our table (Mahatma Gandhi) and without customers we would not exist.
 - Patient-Impact — Our purpose is to solve real problems for patients and end beneficiaries, and we prioritize work that moves the needle on access, outcomes, and affordability. Everything we do keeps the end beneficiary front and center.
 - Futuristic R&D — We push the boundaries of science and AI like a scrappy lab, rapidly testing bold ideas and turning them into practical tools before bigger players even notice the opportunity. At our core, we are a technology company that brings business value from data.
 - Integrity — We will always do the right thing, at all times. We abide by regulations, stay honest, fulfil contractual obligations and respect the letter of the law. Without discrimination — whether with employees, customers, partners or whoever. It will be noticeable.

Key Responsibilities

Facebook & Social Media Advertising (25%)

- Execute Facebook ad campaigns for our founding design partner's business using FyndEm-Retail's Gold Standard Custom Audience exports — lookalike audiences built from AI-identified highest-value customers
- Execute Facebook ad campaigns for CentroidAI targeting independent Shopify retailers (the business owner persona: social commerce seller, fashion/jewelry/accessories, Facebook Business user, Shopify store)
- Manage ad creative development, A/B testing of copy and visuals, audience segmentation, and budget allocation
- Track and report CAC, ROAS, conversion rates, and cost per lead for every campaign
- Expand to Instagram, TikTok, and other social platforms as validated playbooks emerge from Facebook
- Manage CentroidAI's FyndEm-Retail landing page, membership, mailing list, Facebook Business page — content, engagement, community management

Operations & Customer Intelligence (20%)

- Review AI agent's daily output for each retailer: customer sentiment scores, escalation flags, open issues, LTV calculations, and daily owner briefings
- Act on FyndEm intelligence: trigger WhatsApp re-engagement campaigns for at-risk customers, flag high-maintenance customers for intervention, identify upsell candidates
- Manage escalated customer complaints that exceed AI Agent's autonomous handling capability (Level 2 before escalating as Level 3)
- Configure and tune AI Agent's conversational flows for each retailer's tone, product catalogue, and business rules
- Monitor Gold Standard scoring accuracy and flag anomalies or drift to the engineering team

Content Marketing, Blog & Mailing List (20%)

- Create and publish blog content on centroid-ai.com targeting independent retailers — topics include: customer retention strategies, Facebook ad optimization for small business, Shopify growth tactics, AI in retail
- Develop case study content from Founding design partner's business results (with appropriate permissions per Pilot Agreement)
- Write email sequences for the FyndEm Retail mailing list: welcome series, educational drips, product updates, success stories
- Build and manage the retailer mailing list through lead magnets, landing page optimisation, and ad-driven signups
- Manage email campaigns via Mailchimp, Klaviyo, or equivalent — segmented by retailer type, engagement level, and funnel stage
- SEO-optimize all content for organic discovery by retailers searching for customer intelligence solutions
- Produce social media content (posts, short videos, carousels) for CentroidAI's social channels

Output List Generation & Backward Diagnostics (15%)

- Generate Facebook Custom Audience CSV exports from Gold Standard customer profiles in exact Meta Business Suite upload format
- Produce WhatsApp broadcast lists with personalised message templates for AI Agent execution
- Run backward diagnostics on new retailer Shopify data exports — validate Gold Standard scoring, document lead times and accuracy metrics
- Onboard new FyndEm Retail customers: Shopify data import, AI Agent configuration, Gold Standard dimension tuning, platform walkthrough
- Prepare weekly BI reports for each retailer: top performers, churn risks, upsell candidates, ad ROI estimate

Product Enhancement & Feedback Loop (10%)

- Document operational enhancement opportunities for both AI Agent and the FyndEm intelligence engine
- Identify cross-customer patterns that should become new automated features or scoring dimensions
- Maintain structured product feedback log: feature requests, bugs, edge cases, enhancement ideas
- Create SOPs and playbooks for every operational workflow — your documentation becomes the training manual for when this role splits into two
- Contribute to thinking about next AI agent capabilities based on operational experience with AI Agent

Founding design partner — Design Partner Operations & Growth (10%)

- Serve as the dedicated operator for CentroidAI's founding pilot customer — covering both service operations and ad campaign management
- Manage AI Agent's daily operations for Founding design partner's boutique: customer service quality, escalation handling, sentiment monitoring
- Run Founding design partner's Facebook ad campaigns using FyndEm's Gold Standard audience exports, tracking ROI and conversion as case study evidence
- Use Founding design partner as the live testing ground for new features and growth tactics before rolling to paying customers
- Document lessons learned from Founding design partner's business that inform product improvements, customer success playbooks, and marketing proof narratives

Required Skills & Qualifications

Core Competencies

- 2+ years of hands-on experience running Facebook/Meta ad campaigns with documented ROAS results
- Strong understanding of Meta Business Suite, Custom Audiences, lookalike audiences, and pixel tracking
- Content creation skills: blog writing, email copywriting, social media post creation
- Data-driven mindset: you track CAC, ROAS, LTV, conversion rates, and churn metrics obsessively
- Experience with Shopify or similar ecommerce platforms (admin, data exports, customer management)
- Comfort working with AI tools and chatbot platforms — you don't need to build them, but you need to manage, configure, and interpret their output
- Strong organisational discipline — you manage ad budgets, customer operations, and content calendars simultaneously without dropping balls
- Excellent written communication for reports, playbooks, ad copy, blog posts, and customer-facing documentation

Technical Skills

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- Proficiency with Meta Ads Manager (campaign creation, audience management, reporting, A/B testing)
 - Experience with CSV data manipulation, audience upload, and Custom Audience creation in Meta
 - Experience with email marketing platforms (Klaviyo, Mailchimp, or equivalent)
 - Familiarity with WhatsApp Business API or chatbot management platforms
 - Basic SEO knowledge for blog content optimisation
 - Comfortable with Canva, Figma, or equivalent for ad creative and social graphics
 - Strong proficiency in Excel/Google Sheets (pivot tables, formulas, data visualisation)
 - Basic SQL knowledge preferred (can be learned on the job)

Business & Customer Skills

- Understanding of ecommerce metrics: LTV, CAC, churn rate, repeat purchase rate, basket value, ROAS
- Understanding of the independent Shopify seller persona — ideally from personal experience or direct client work
- Ability to translate AI output into business actions and marketing narratives
- Customer success instincts — you care about whether the retailer is actually getting value, not just whether the dashboard looks good

Preferred Qualifications (Nice to Have)

- Personal experience running or working with independent social commerce businesses
- Experience growing a Shopify App Store listing from zero
- Background in affiliate marketing or partnership development
- Experience with TikTok, Instagram Reels, or short-form video content for business
- Experience with A/B testing frameworks for ad creative, landing pages, and customer outreach campaigns
- Familiarity with behavioral segmentation, RFM analysis, or customer scoring methodologies
- Experience in social commerce, D2C ecommerce, or independent retail operations
- Background in customer success, account management, or operational consulting
- Lean Six Sigma, Growth Hacking, or experimentation methodology training

General Requirements

- Bachelor's degree in Marketing, Business, Data Analytics, Communications, or related field
- Self-motivated and able to work independently with minimal supervision
- Comfortable in fast-paced startup environment with evolving priorities
- Availability for occasional calls during US business hours

Compensation & Benefits

This is a contractor position and therefore not eligible for company benefits, which are for our full and part-time employees only.

Compensation for this role is a straight up 5% of sales generated minus Stripe fees (3%) and AI agent license fees. Depending on performance, this can grow quite fast since FyndEm-Retail's customers are business who pay a monthly subscription.

The Ideal Candidate

You're the person who:

- Has a Facebook Ads Manager tab open right now and checks ROAS before checking email
- Can write a compelling ad headline at 9am and a thorough operational SOP at 2pm with equal quality
- Understands why a CSV of AI-scored Gold Standard customers is a better ad audience than “women 25–45 interested in fashion”
- Reads an AI-generated customer intelligence report and immediately sees what’s actionable vs. noise
- Tracks every dollar of ad spend and can explain exactly what CAC needs to be for unit economics to work
- Documents everything — your notes are so thorough someone could replicate your work years later
- Has sold to or worked with small business owners and understands their daily reality
- Gets excited about proving that an AI-built audience outperforms a manually built one
- Manages a content calendar, an ad budget, and a customer escalation queue without dropping any of them
- Thrives in ambiguity — you don’t wait for a playbook, you write it

If this sounds like you, we want to talk.

Equal Employment Opportunity

CentroidAI LLC is an equal opportunity/affirmative action employer that evaluates qualified applicants without regard to age, ancestry, color, religious creed, disability, marital status, medical condition, genetic information, military or veteran status, national origin, race, sex, gender, gender identity, gender expression and sexual orientation or any other protected factor. We consider qualified applicants consistent with legal requirements.

How to Apply

Please email your latest resume, along with a cover letter explaining how you can make a difference at CentroidAI, to careers@centroid-ai.com.

Please include your email, job requisition id (R000532), expected hourly rate, and your likely start date.