

XICOIA

Job Title: Growth Marketer

Location: Hybrid (London-based)

Duration: Full-time

Start Date: ASAP

About XICOIA

XICOIA is an AI-driven creative studio, media representation company, and the team behind Tilly Norwood, “the first AI personality to feel like a genuine breakout talent.” We develop original entertainment formats, digital characters, scripted series, and cutting-edge content that blends human creativity with emerging technology, bringing forward the next generation of storytelling.

About the Role

We’re looking for a Growth Marketer to lead the next phase of XICOIA’s expansion. You’ll develop and execute marketing strategies that grow our reach, accelerate audience acquisition, and strengthen our position across entertainment, AI, and media. You’ll analyse market behaviour, explore new channels, and help sharpen messaging in order to reach wider audiences. You’ll also support new business by helping shape campaigns, improving pitch materials, and creating clear, effective marketing assets that attract prospective clients and partners.

Working closely with other members of the team, you’ll turn creative ambitions into targeted marketing action—tracking performance, optimising funnels, and building systems that help XICOIA grow. You’ll coordinate with production and social teams to ensure campaigns land smoothly and deliver desired results. This role is ideal for someone data-driven, inventive, and ready to help define the rise of an AI-first entertainment company.

What You’ll Be Doing

- **Growth Strategy:** Lead the development and execution of marketing strategies that expand XICOIA’s reach, boost audience acquisition, and enhance brand positioning across AI,

entertainment, and media sectors.

- **Campaign Creation:** Work closely with the creative team to shape marketing campaigns, develop compelling pitch materials, and create effective assets that attract clients and partners.
- **AI-Driven Content Creation:** Leverage tools like Veo 3, Sora, MidJourney, ChatGPT, Runway, and ElevenLabs in collaboration with the creative team to prototype, visualise, and generate content for marketing campaigns.
- **Performance Tracking:** Monitor marketing performance using analytics, optimise funnels, and adjust strategies to drive results and accelerate growth.
- **Cross-Team Collaboration:** Collaborate with production and social teams to ensure campaigns are delivered smoothly and effectively across platforms.

What We're Looking For

- Proven experience in developing marketing strategies, preferably within AI, entertainment, or media industries.
- Strong understanding of audience behaviour, platform algorithms, and how to create engaging content across channels.
- Experience with AI-driven content creation tools such as Veo 3, Flow, and MidJourney.
- Ability to create clear, compelling pitch decks and marketing materials that resonate with clients and stakeholders.
- Strong analytical skills with experience in tracking, optimising, and reporting on campaign performance.
- A collaborative mindset with the ability to work seamlessly with cross-functional teams.
- Proactive, innovative, and ready to experiment with emerging technologies and new growth strategies.

Please contact hire@particle6.com for any questions or if you require any accessible adjustments to the application process.