

Marketing Manager Remote Work Proposal - April 5, 2021



Remote Work Proposal (The Ask)

Original Proposal

60% / **40%**
On-Site / **Remote**
3 Days/Week / **2 Days/Week**

The Ask

Primarily remote-base position (75%) with a hyper-focused in-office portion (25%). Time split would be 3 weeks working remote each month and 1 week working in-office. Request travel budget accordingly, and can develop this personally. During the remote portion of the month, the focus would be on functions that have very little need for in-person interaction (catalog development, e-blast strategies, pop-up shop conceptualization, etc.). During the in-office portion of the month, the focus would be on functions that benefit from a more direct, personal touch like visual merchandising activities.

The Position as outlined in offer letter

The position included a very thoughtful 60/40 plan to work on-site 3 days/week and remote 2 days/week. The plan assumed a full relocation to the Atlanta area. After further, careful consideration of the expectations, it is regrettable that I will be unable to accept the position as outlined due to family reasons. However, I would like to propose an alternative that will solve for these issues and still provide for in-office time.

New Proposal

25% / **75%**
On-Site / **Remote**
1 Week/Month / **3 Weeks/Month**



Remote Work Proposal (Why it Works)

I was a pioneer in working digitally/remotely long before the pandemic. I will make it work for Icebox too. Check out these milestones.

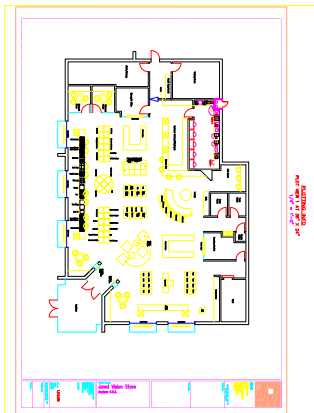
Digitally-connected to 3K+ Stores

2 offices, 2 states

100%
Remote-Based

2000

I've essentially been working remote for decades. Providing visual instruction for 1000s of jewelry store locations requires the ability to think spatially and anticipate challenges from long distances. This is nothing new for me.



2015

As director, I converted the team to laptops for portability and work flexibility long before it was an accepted norm. Team members were encouraged to take laptops home and to meetings to "stay connected". Today, carrying a laptop or other digital device to a meeting is practically expected just about everywhere. We were far ahead of the curve!



2016

Reduced physical footprint of department by 25% by replacing store files with digital repository of information accessible from anywhere improving productivity. It was no longer critical to be in the office on a daily basis to be productive.



25%
Space Reduction

2017

Successfully managed 2 offices in 2 separate states by working remotely. 1 week in Dallas, 2 weeks in Akron, 1 week at home.



2018 - 2020

Content development managed entirely from a digital "soft-proof" online system. Reviewers and approvers of content log into a website that contains the creative. They can mark up pages to identify revisions in real time. No paper routings to get shuffled around and lost. Updates are in real time. Reviewers and approvers can view content anywhere in the world from practically any connected device.



2021

As a Project Management Specialist at GE Current, my job is 100% remote-based. My manager, Nedra Wilson, says that I am "killing it" (feel free to contact her!). I set up a database to improve productivity by about 30%. I eliminated the need to do manual cross-checking of data. The system does it all automatically by running queries and generating exception reports. I communicate with teammates and contractors around the country supporting the Lowe's & JP Morgan Chase brands. This is all done from my home office.

30%
Improved Productivity

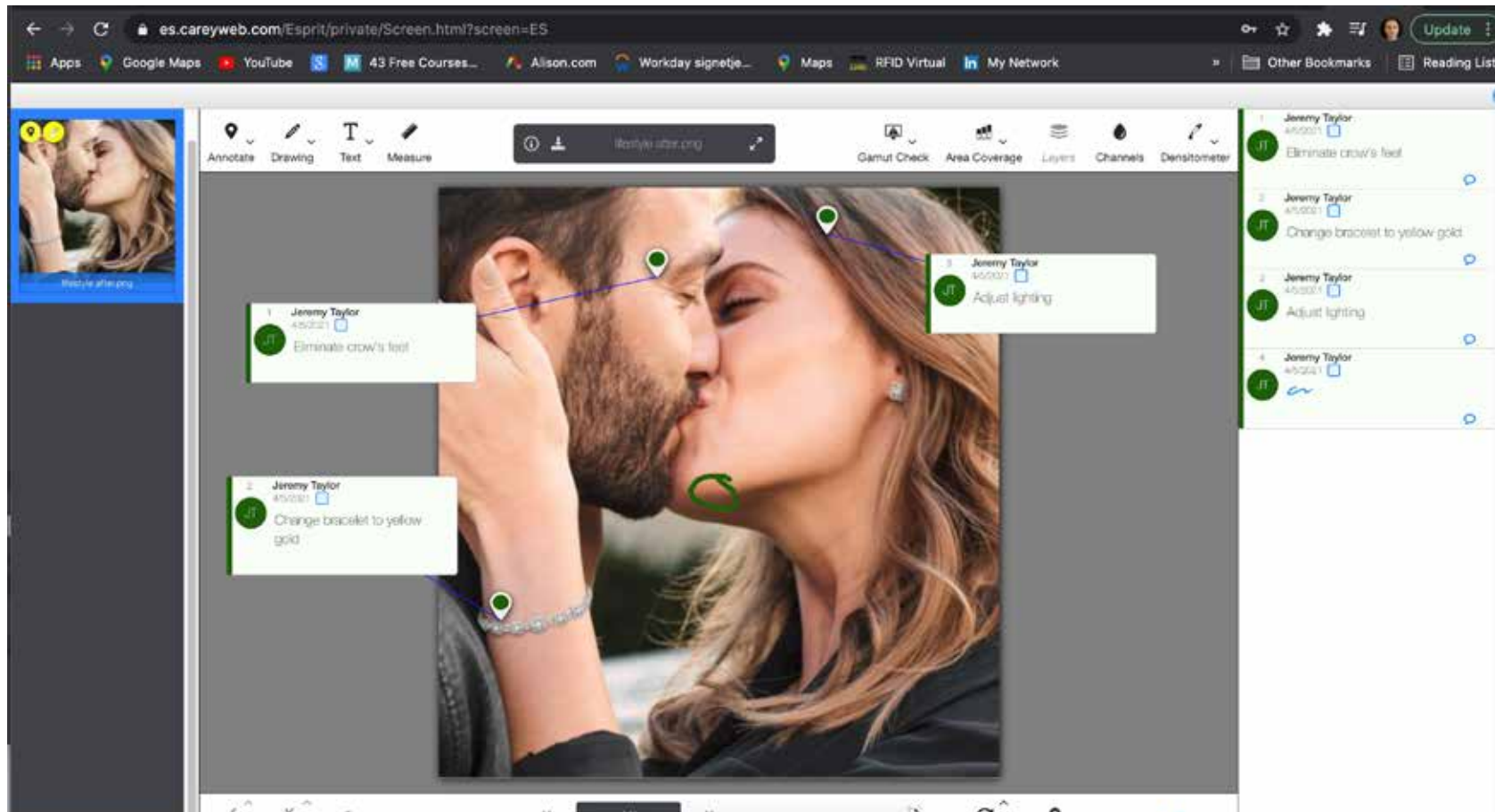
JEREMY TAYLOR

studiojeremy.com

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Remote Work Proposal (Rationale/Why it Works)

Example of soft-proofing interface described on previous page.



Remote Work Proposal (Rationale/Why it Works)

Allowing for remote work automatically expands Icebox's talent pool but eliminates the need for costly relocation expenses. Financial risk is lower.

If allowed to work remotely, I may relocate to central/southern Florida. Living in Florida puts me directly in between the Atlanta headquarters and the future Bal Harbor showroom where I can provide on-site value once that project gets underway.

Developing a "store-in-a-box" will require working with vendors located outside of Atlanta. I can work with them regardless if I'm in Atlanta or elsewhere much as I did at Signet. The same applies to visual merchandising development. Most of my vendors were based out of state requiring long-distance connections including some overseas interactions.

The 25% time on-site would be exceptionally efficient. While in Atlanta, the focus would be maximizing in-office productivity. With no commute, more time can be dedicated to work. While in town, there would be no urgency to rush home since "home" would be across the street at the Hampton Inn. No need for car rental (take train from airport to Buckhead).

The 75% time working remotely would also be efficient. Again, no commute time. Instead of spending time in a car driving back and forth, I will be waking up and walking to my computer to connect and execute great creative. I know how to use productivity tools to eliminate the barriers of distance work. (See previous page).

I am dedicated to the mission of Icebox to be the most recognized luxury jeweler in the world. You have my assurance that I will work as hard as possible remotely and in-office to bring about success for the brand.

Eliminate \$10,500 moving expenses, reduce upfront financial risk to Icebox.

Remote-based work will allow me to relocate to Florida. Within 2 hour drive of Bal Harbor.

Work regularly with out of state and international vendors.

High-efficiency on-site

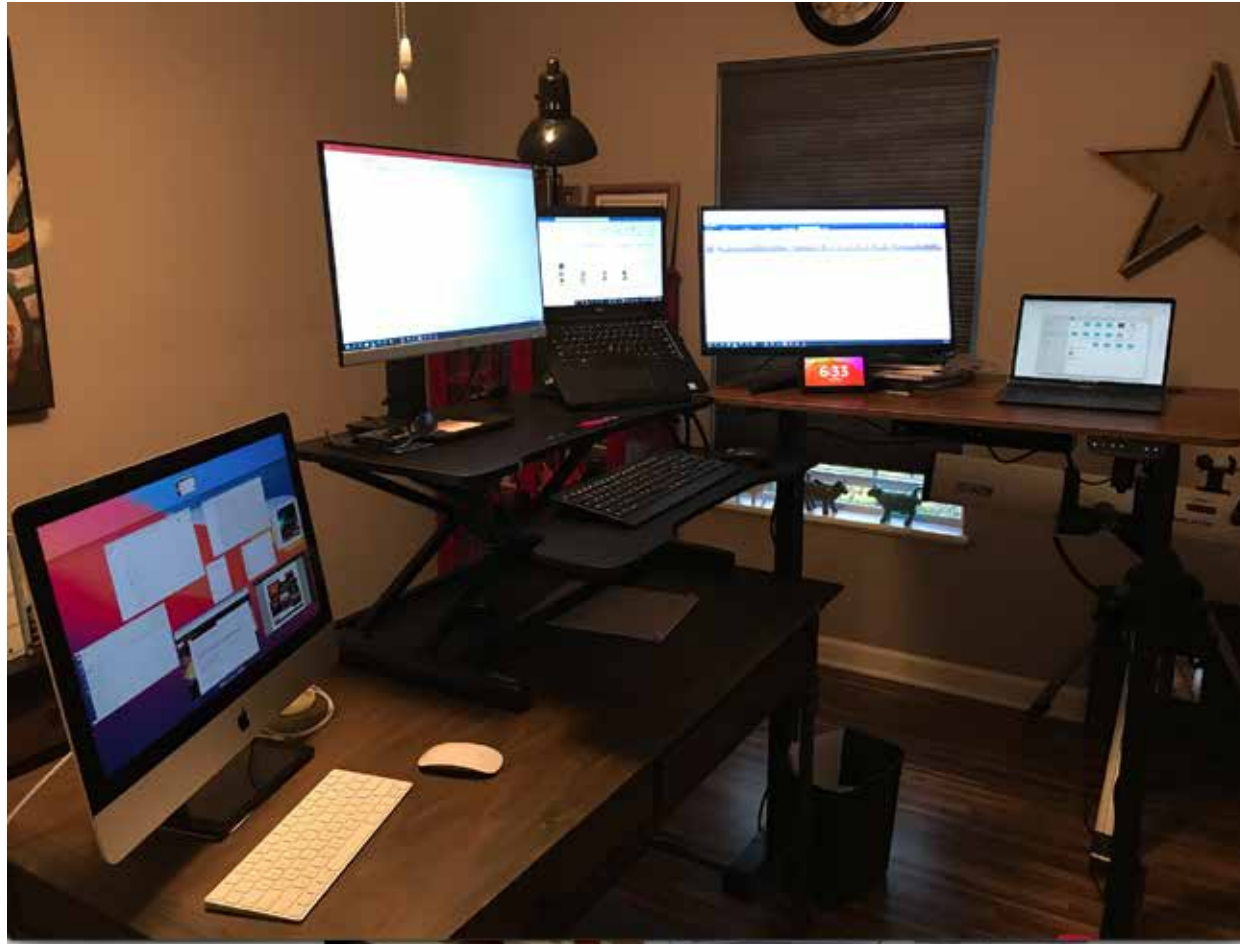
High-efficiency remote

Mission-Driven



Remote Work Proposal (Rationale/Why it Works)

I am EQUIPPED! Take a look at my home office to see how serious I am about working remotely and providing optimum value to my employer!



Remote Work Proposal (THANK YOU)

I very much appreciate the opportunity to present this revised proposal for employment. I understand this is a difficult, expensive decision to make and feel very fortunate to have your further consideration. If there is any doubt about my abilities to complete my work responsibilities remotely, please allow me the opportunity to discuss with you directly. I would be happy to answer any questions or concerns you may have. Furthermore, I will do everything possible to meet the needs of the business while maintaining a work-life balance.

Thank for
you your
consideration!

