

E-Commerce Specialist

This specialist will be responsible managing and improving our website Woolino.com, our offerings on existing marketplaces Amazon, Walmart.com as well as growing sales for these channels. In addition, this individual will lead the expansion into other marketplaces.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Digital marketing experience
- Attention to product detail
- Understanding of how to optimize the company's products to stand out in the marketplace
- Prior experience on Amazon Seller Central and other marketplaces
- Experience utilizing marketing tactics such as Amazon sponsored ads to increase products' exposure and sales
- SEM / SEO Campaign analysis, reporting, and optimization
- Learn the company's products for listing purposes, help manage inventory, provide sales reports and to assist with strategic planning.
- Landing page optimization
- Email campaign creation and management

QUALIFICATIONS REQUIRED : Web savvy with 1 year minimum of online marketing experience.

MINIMUM EDUCATION REQUIREMENTS: Associate or Bachelor's Degree in Marketing or Information Systems Management

Skills:

HTML, MS Excel, Shopify, SEO, SEM, Amazon Seller Central, Google Analytics, Web Analytics, Adobe CS, Mailchimp