

The eCommerce Manager will be responsible for the overall implementation, data management, customer experience, and analytics of our eCommerce platforms.

Responsibilities:

- Develop and launch Amazon SFP store
- Own all eCommerce operations across all platforms
- Assist with strategic analyses, planning and execution required for all ecommerce, warehousing and fulfillment-related initiatives
- Work with eCommerce suppliers to analyze and improve all aspects of eCommerce from product listings, promotions, inventory, and fulfillment
- Conduct weekly reporting of KPI's (on-time delivery, fulfillment accuracy, etc.) and other analytics to guide strategies for process improvement and revenue opportunities
  
- Product data management – upload, organize, and maintain product files and content
- Routine audits of all platform content to ensure accuracy
- Routine evaluation of relevance of information and searchability
- Research data as to market competition, product placement, customer reviews, etc.
  
- Own the customer experience from initial visit through order placement, fulfillment, delivery, and post-order customer support
- Work across departments and with outside partners to facilitate order fulfillment

Skills/Experience :

- Understand marketing strategy on Amazon platform
- Minimum 3 years of SEO experience with strong focus on e-commerce preferred
- Experience with Amazon Marketplace management and product optimization
- Must demonstrate a detailed understanding of SEO principles and guidelines
- Knowledge of e-commerce focused search engine optimization tactics and strategies
- Direct experience in platforms such as WooCommerce, Shopify, BigCommerce
- Demonstrated ability to create engaging and persuasive articles and copy
- Knowledge of basic web design and technology principles and their SEO implications
- Proficiency with web analytics tools (Google Analytics) and SEM tools (SEOMoz, Raven, SpyFu, SEMRush, aHrefs) as well as Webmaster Tools
- Demonstrated ability to work independently and manage multiple projects and deadlines simultaneously
- Strong analytical aptitude
- Self motivator
- Be excited to learn
- Creatively seek ways to problem solve
- Excellent written and verbal communication skills
- Being Google Adwords and Bing Adcenter certified is a plus
- Being Google Analytics certified is a plus
- Knowledge of HTML and CSS is a plus
- Knowledge of A/B Testing is a plus
- Knowledge of Conversion Rate Optimization (CRO) is a plus
- Knowledge of Visual Website Optimizer is a plus
- Knowledge of ClickFunnels is a plus