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Location **Ohio**
https://www.genclassifieds.com/x-316900-z

E-commerce eTail Online Marketing Manager

If you have a passion for online merchandising & marketing and want to play an essential role in the growing success of an up-and-coming online retailer, we look forward to receiving your resume.

OrangeOnions.com has been in business since 2007 and provides our customers with brand name products at closeout prices. We have been named one of Internet Retailer's Second 500 sites for several years and are quickly expanding our team. Be a part of this exciting, casual, family style company that you can grow with.

We are currently seeking an e-commerce Marketing & Merchandising candidate who will be responsible for maximizing sales, traffic, third party marketplaces and profitability as it relates to website content management, customer acquisition and retention, coordinate marketing projects, initiatives and programs, including handling updates to the website and social media sites, product copy, and other tasks to support the goals & objectives of the company.

Essential Duties & Responsibilities:
â€? Daily updates to social media presence to promote the company and find content that interests our demographic, work on executing contests & promotions and analyzing data to determine effectiveness of the program
â€? building and promoting product ranking on third party marketplaces
â€? Communication and updates to affiliate program creative & partner contact, via email newsletters & direct contact.
â€? Creation of weekly promotions and product launches, and communicating these to marketing team, as well as provide assets needed to create promotions.
â€? Site content & product to maximize SEO performance.
â€? Maintains website by upgrading content and design, monitoring customer use and testing for improvements/issues.
â€? Gather analytic data relating to marketing initiatives, product performance & customer experience that contain historical & current performance to present to management.
â€? Other related Marketing & Merchandising tasks.

Skills/Qualifications:
â€? Project Management
â€? Creative Thinking
â€? Experience with third party marketplaces such as Amazon
â€? Knowledge/experience with Interactive Marketing, Marketing Strategies, Social Media, affiliate marketing,
â€? strong knowledge of Microsoft Excel
â€? Experience with SEO, SEM, CPC, CPA campaigns PLA/AdWords & Google analytics

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â€? Understanding of Basic coding
â€? Self-starter with strong design and conceptual skills.
â€? Great verbal and written communication skills.
â€? Must have a great attitude and be able to work well on a team.
â€? Strong organizational and time management skills.
â€? Attention to detail.