



Director of eCommerce & Digital Marketing (Calling on Digital Media Rockstars!)

Company: Trend Nation, LLC www.TrendNation.com

Location: Las Vegas, NV

Sales Channels: Amazon, Walmart, eBay, Funziez.com

Company Overview: Trend Nation is a fast-growing eCommerce retailer that owns and operates a few niche e-commerce websites and excels on marketplace platforms including Amazon and Walmart. Over the past decade the company has been recognized as one of the top Amazon & Walmart private label marketplace partners. Our passion is bringing fun and functional products to life and delighting our customers with great value. With over 2,000 products and over 5 million delighted customers, Trend Nation is a fun, fast-paced work environment that recognizes its employees with monthly teambuilding activities, regular company-wide celebrations, and a comprehensive benefits package.

Position Overview: The Director of eCommerce will be a key leader within the DTC organization; managing our ecommerce business to drive overall growth. They will oversee marketplace & website experience, analytics, site merchandising, order processing, content, and technical aspects of the business. They will work cross-functionally to create an experience that elevates our brands and drives engagement and conversion by exceeding the expectations of an omni-channel consumer. This is a fast-paced, highly visible, hands-on, roll-up-your sleeves type of role reporting into the CEO of the company.

- Drive online revenue by optimizing the marketplace listing and our website experiences
- Craft and communicate our brand stories through text, image, and a consistent voice across a variety of mediums
- Manage the company's ~ \$2 Million paid advertising & marketing budget to optimal ROI levels
 - Manage pay-per-click advertising campaigns inside and outside Amazon (mostly in Amazon)
 - Highly analytical review of weekly ad spend performance and detailed spend optimization
- Develop the marketing strategy for new and existing products
- Oversee all content development for all channels
- Analyze and approve new product concepts before going to market
- Management: Hire, lead, manage, and hold team accountable (team is 2-4 people)
- Plan and manage all digital marketing initiatives including marketplace promotions, SEO, email, and social media
- Coordinate deal and promotional opportunities with the merchandising team following an advent calendar
- Be a marketplace thought leader inside and outside the company
 - Attend conferences and cultivate business contacts
 - Act as the primary contact between our marketplace partners and the company
- Achieve financial objectives by preparing an annual budget and scheduling expenditures
- Set department goals that support company goals and strategy
- Increase conversion & average order value (AOV)
- Develop and implement strategic initiatives to positively impact KPIs using site & marketplace analytics (i.e. conversion rate, abandoned cart rate, average order value, units per transaction, bounce rates, etc.).
- Measure and report on KPIs to the broader organization and senior leadership
- Deliver best-in-class customer journey across mobile and desktop for our company owned sites
- Implement new site functionality and feature initiatives: identify, recommend, and oversee implementation of new functionality or solutions to drive conversion
- Ensure site content meets brand objectives, customers' expectations, ecommerce best practices, and search engine optimization (SEO) requirements
- Direct efforts to optimize existing site features including reviews, on-site search, navigation, and taxonomy
- Partner with Category Management teams to ensure alignment with our brand strategy
- Live Trend Nation's core values
- Test products, including wearable items, and provide feedback to any department requesting it

Skills/Knowledge/Abilities:

- Subject matter expert in Amazon paid advertising
- Strategic and analytical thinker with exceptional execution and problem-solving capabilities; comfortable with doing work in the trenches while still maintaining a strategic perspective
- Strong understanding of ecommerce specific business practices and consumer behavior, vendor management and project management
- Able to successfully define and deliver complex projects end-to-end with positive ROI, from business case through deployment, under tight timelines& budgets
- Subject matter expert in site CRO, site merchandising, web production, site operations, user experience design, and personalization
- Strong leadership, influencing and communication skills with the ability to interact, influence and align with all levels of the organization, both internal and external
- Motivational and strong people manager who leads by example and excels at communication to ensure alignment with all team members

Position Measurables:

- ROAS on advertising spend across all channels
- Ability to consistently hit quarterly marketing goals & KPI's
- Staff development and mentorship
- Thought leadership and supporting activities

Minimum Qualifications:

- Bachelor's degree in marketing, business, or a related field preferred
- Minimum of five years of Amazon Sponsored Products Advertising or Google CPC experience
- Google AdWords certification (if no Amazon experience)
- 5+ years of experience working with data analysis and analytics tools (e.g. Google Analytics, Heap, Adobe Analytics)
- Prior experience with either Magento, BigCommerce or Shopify
- Strong written and verbal communication skills
- Detail orientated & able to multi-task
- Up to speed with current online marketing techniques and best practices
- Above average knowledge of retail and/or e-commerce
- Attention to detail and accuracy; prioritize tasks to meet multiple and changing deadlines
- Must be able to pass a background check
- Must be able to travel up to 10% of the time

Compensation: Depending on Qualifications - \$75k – \$100k

How to Apply:

Submit your cover letter and resume via email to: Jobs@TrendNation.com.

Please be sure to include Director of eCommerce & Digital Marketing in the Subject line of the email.