

Ecommerce Marketing Manager

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Company: Remotivate LLC

Location: Canada

Category: other-general

Hello, **Ecommerce Marketing Managers!**

My name is Douglas, and I am the CEO at Protus Brands – At ProtusBrands we're on a mission to revolutionize the gifting experience through our online ecommerce brand - Ziella. Our vision is to create a world where every gift is meaningful and every customer feels appreciated. Since our founding in 2022, we've become a cherished brand, bringing happiness to customers in the USA, Canada, and Australia.

We are seeking a motivated Ecommerce Marketing Manager with proven expertise in crafting engaging copy for websites, product descriptions, and marketing materials. Our ideal candidate should demonstrate strong analytical abilities to interpret data and market insights effectively. Proficiency in popular e-commerce platforms is a must for managing and optimizing storefronts. Exceptional communication and organizational skills are vital for thriving in fast-paced e-commerce.

This role is a full-time position.

Requirements

Excellent English written and verbal communication skills.

Proven experience of 2+ years in ecommerce marketing, preferably in a managerial or leadership role.

At least 2+ years of performance copywriting or direct response copywriting experience.

Experience working with popular e-commerce platforms such as Shopify, Magento, or

WooCommerce to manage and optimize storefronts.

Ability to think creatively and generate innovative ideas for advertising campaigns and product offerings.

Experience analyzing market trends and business needs in a fast-paced e-commerce environment.

Strong project management skills, capable of managing multiple initiatives simultaneously and meeting deadlines in a fast-paced environment.

Nice to have:

Email Marketing experience

Proficiency in marketing analytics tools such as Google Analytics, Facebook Ads Manager, and email marketing platforms.

Your responsibilities will include (but are not limited to):

Conducting ad competitor research breakdowns and monitoring competitor ads to gather insights.

Performing product research - identifying new opportunities and trends.

Organizing and maintaining our product, research, and competitor database for easy access to up-to-date information.

Creating and configuring website pages on our storefront to enhance user experience and drive conversions.

Copywriting skills: Proven ability to produce high-converting, performance-oriented copy for paid traffic ad funnels

Managing and configuring apps for optimizing user experience, including implementing cross-sells and upsells to increase average order value.

Overseeing the design of new message cards and gift sets to expand our product offerings and appeal to our target audience.

Generating creative performance reports - evaluating the effectiveness of our advertising campaigns.

Reviewing performance - offering insights into past tests to inform future strategies.

Quality Control - ensuring the final creatives are up to scratch before they are launched to the public.

Collaborating with graphic designers and video editors bringing creative concepts to life.

Brainstorming and testing bringing new ad ideas for existing concepts to the launch of new products

Benefits

Paid Vacation Days

Comprehensive Sick Leave

Fully remote

This Position Is Perfect For You If...

You're an Analytical and Detailed-Oriented Problem Solver.

You have strong analytical skills and a detailed approach to problem-solving. You have sharp attention to detail and can spot inefficiencies in strategies and find creative solutions based on your analysis and observations.

You're an Ecommerce Marketing Specialist.

You pride yourself in being constantly up to date on current ecommerce and marketing trends making it easy for you to plan, forecast, adjust, and adapt as may be needed. Your razor-sharp analysis of what works and what doesn't, helps you make informed decisions.

You're a Creative Copywriter.

You possess the ability to think outside the box and generate innovative solutions for advertising campaigns and product offerings. Whether it's crafting compelling headlines, developing engaging content, or brainstorming fresh concepts, your creativity shines through in every aspect of your writing.

What we do:

Please check us out to get an understanding of a few of the exciting brands you'll be involved with

Our hiring process is made up of five parts, so please be aware that you will need to dedicate time for a questionnaire, a video, and two 1-on-1 interviews, and a test project. Thank you for taking the time to consider this position. I look forward to hearing from you soon!

Douglas

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