

Job Description

We are Santa Ana Wheel a fast-growing Automotive Parts company located in Anaheim CA. We are currently seeking an E-Commerce Specialist member to join our team!

Responsibilities:

- Day to day operations of the company web store and 3rd party marketplaces.
- Monitor analyze and report on all selling platforms FBA performance metrics, sales, competitive listings, and pricing.
- Ensure products are accurately described, priced and marketed while increasing brand awareness and visibility.
- Increase listing visibility and traffic through marketplace tools and promotions.
- Create and manage (from beginning to end): Inventory, Listing, Guidelines, etc.
- Strategically develop Digital Marketing initiatives related to Loyalty Marketing, E-Mail Marketing, and Marketing Automation.
- Create and manage all ASINs
- Utilize analytics to monitor e-commerce status and competitor trends
- Implement strategies to boost and maintain product rankings.
- Monitor and analyze ASIN performance, rankings, ratings, and customer reviews.
- Work closely with executives and other team members to efficiently integrate sales optimization strategies.
- Monitor listings for conversion rates.
- Update listings to optimize customer experience.
- Demonstrate expertise in digital marketing including SEO, AMS advertising (headline, product, and display) and large-scale campaign coordination.
- Drive the end-to-end brand campaign planning and content strategy on all social platforms: LinkedIn, Instagram, Twitter, Facebook, Tik Tok. Email marketing, etc .

Education and Experience:

- Experience with eBay, Amazon, Walmart Marketing Services

- Understanding and ability to navigate systems with the know how to help resolve any issues.
- Bachelor's degree in Marketing related field
- Experience in managing hundreds of SKUs and revenues over \$1M.
- Minimum 1 year of relevant experience in online marketing, managing related channels
- Experience writing various marketing materials including thought leadership, blogs, email, social media, etc.

Qualifications:

- Online Marketing: 1 year (Required)
- eCommerce: 1 year (Required)
- Knowledge of social media platforms (Facebook, Instagram, Twitter, Tik Tok, etc.)
- Intermediate knowledge of Search Engine Optimization best practices
- Oral and written communication skills, with the ability to write in a professional and persuasive tone to adapt messaging for the intended audience

Compensation and Benefits:

- Paid Holidays
- Paid Vacation
- Casual Environment

Job Type: Full-time

Pay: DOE \$16.00 - \$25.00 per hour

COVID-19 considerations:

- Remote interview process

Contact Us: (714)239-1122, careers@santaanawheel.com