



## **Position: E-Commerce Specialist**

### **Employment Opportunity with Mrkt360**

Mrkt360 is a full cycle digital marketing agency located in Vaughan, Ontario. We provide services in Google AdWords, SEO, SMM, and SEM. We are currently seeking an individual who is competent in building strategies and experiences that effectively connects brands to their online audience.

#### What are we looking for?

You will be responsible for the development and execution of our growth strategy and lead our team in delivering the best online merchandising and customer experience. This role requires a deep understanding of competitive marketing strategies, consumer research, usability best practices and industry trends.

- Assist in development of ecommerce strategy – pricing, merchandising, shipping, order fulfillment strategies
- Build product pages, imagery, videos and key selling points
- Track, experiment, and optimize checkout and conversion processes to ensure the highest rate of successful purchases
- Review analytics and recommend experiments based on analysis
- Manage an online ecommerce stores and marketplaces, such as Amazon
- Organize listing details, such as title, description, images, and key words
- Work with subcontractors and define tasks such as creating content and images for listings
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#### Who are you?

- Problem-solving, critical thinking, and analytical skills
- Minimum 2-3 years of related experience preferred
- Excellent communication (written and verbal) and collaboration skills
- Must have exceptional grammar and typing accuracy skills
- Ability to be flexible, multitask and learn in a fast-paced environment
- Self-driven nature with strong attention to detail and follow-through
- Able to prioritize and self-direct work
- Capable of learning and implementing new technologies.

Job Type: Full-time