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Description:

A marketing manager would undertake market research, understand the trends and customer preferences, create marketing strategy and budgets, oversee the creation of marketing materials and content, and perform all other relevant tasks essential for increasing the business's sales.

Job Responsibilities

Strategy & Execution

Upper or lower funnel based on KPIs

Daily monitoring

Identifying growth opportunities, testing hypotheses to improve SEM traffic and increase ROAS

Delivering customer-focused, profitable multi-category campaigns to agreed targets

Addressing and escalating campaign performance issues.

Responsible for AB tests, Search Query analysis and keyword mining

Job Requirements

5-8 years in an eCommerce environment 4+ years in performance (retail is a plus)

Experience with the principles of creating an advertising campaign; composing audience

targeting strategies, generating ad creative for testing, and optimizing for increased ROAS

Demonstrated ability to interpret data for insights and next steps.

Understanding of Digital and ecommerce metrics, conversion funnels.

Fluency with PPC and Paid social Bid Management tools (FB Manager, Adwords, Marin, GA36, ROI Hunter, Smartly)

Strong Web analytics experience (Google Analytics, SiteCatalyst).

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