



**Job Title:** Digital Marketing Coordinator  
**Company:** Trend Nation, LLC [www.TrendNation.com](http://www.TrendNation.com)  
**Location:** Las Vegas, NV  
**Marketplaces:** Amazon, Walmart, Jet, eBay  
**Store Websites:** [www.Silverhooks.com](http://www.Silverhooks.com), [www.Walletnation.com](http://www.Walletnation.com), [www.Reusablerevolution.com](http://www.Reusablerevolution.com)

**COMPANY OVERVIEW:** Trend Nation is a fast-growing company that owns and operates 3 niche e-commerce websites and excels on marketplace platforms including Amazon.com. With over 3,000 products and thousands of customers worldwide, 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.

#### **DUTIES AND RESPONSIBILITIES:**

The Digital Marketing Coordinator expectations and responsibilities are the following:

- Maintain average ROAS of 9 over 12-month period through Sponsored Products
- Accelerate 5 SKUs to the top 1,000 in Amazon BSR
- Use marketing and advertising levers to quickly accelerate new products to the top of search results
- Plan and execute all digital marketing, including SEO, email, and social media
- Manage all PPC advertising campaigns
- Work hand-in-hand with graphic designers and external social influencers to promote products
- Devise strategies to drive online traffic to Amazon and company websites
- Responsible for planning and budgetary control of all digital marketing
- Assist with PR, Company Blog and other marketing related responsibilities as needed
- Work 40+ hours weekly

#### **APPLICANT QUALIFICATIONS:**

- Bachelors Degree preferred
- Amazon marketing experience preferred
- Google Adwords certification
- Knowledge and experience managing email marketing campaigns
- Experience managing PPC, SEO, and Affiliate programs
- Strong written and verbal communication skills
- Strong computer skills (Must be proficient with MS Excel, Word, Google Mail)
- Ability to learn and understand new programs and order management software
- Detail orientated & able to multi-task
- Ability to quickly navigate online retail websites
- 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

**Compensation:** Depending on Qualifications

#### **How to Apply:**

Submit your cover letter and resume via email to: [Jobs@TrendNation.com](mailto:Jobs@TrendNation.com).

Please be sure to include Digital Marketing Coordinator in the Subject line of the email.