



Director of Digital Marketing

Company: Trend Nation, LLC www.TrendNation.com

Location: Las Vegas, NV

Marketplaces: Amazon, Walmart, eBay

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.

Position Overview

- Manage the companies ~ \$2 Million paid advertising & marketing budget to optimal ROI levels
 - Manage pay-per-click advertising campaigns inside and outside Amazon (mostly in Amazon)
- Analyze and approve new product concepts before going to market
- Highly analytical review of weekly ad spend performance and detailed spend optimization
- Management: Hire, lead, manage, and hold team accountable (team is 2-3 people)
- Plan and execute all digital marketing, including SEO, email, and social media
- Develop the marketing strategy for new and existing products
- Coordinate deal and promotional opportunities with the merchandising team. Be a marketplace thought leader inside and outside the company
 - Attend conferences and cultivate business contacts
- Achieve financial objectives by preparing an annual budget and scheduling expenditures
- Set department goals that support company goals and strategy

Position Measurables:

- ROAS on advertising spend
- Product organic ranking inside Amazon
- Thought leadership and supporting activities

Minimum Qualifications:

- Bachelor's degree in marketing, business, or a related field
- Minimum of three years Amazon Sponsored Products Advertising or Google CPC experience
- Google AdWords certification (if no Amazon experience)
- Five years' experience managing PPC, SEO, and Affiliate programs
- Strong written and verbal communication skills
- Strong computer skills (Must be excellent with MS Excel, Word, Google Mail)
- Ability to learn and understand new programs and order management software
- Detail orientated & able to multi-task
- Up to speed with current online marketing techniques and best practices
- 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
- Must be able to travel up to 5% of the time

Compensation: Depending on Qualifications - \$75k – \$100k

How to Apply:

Submit your cover letter and resume via email to: Jobs@TrendNation.com.

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