



### Senior E-commerce Product Copywriter

**Company:** Trend Nation, LLC [www.TrendNation.com](http://www.TrendNation.com)

**Location:** Headquarter in Las Vegas, NV (Remote work is acceptable)

**Sales Channels:** Amazon, Walmart, eBay, Funziez.com

**COMPANY OVERVIEW:** Trend Nation is a fast-growing e-commerce retailer that owns and operates a few niche e-commerce websites and excels on marketplace platforms including Amazon and Walmart. Over the past decade the company has been recognized as one of the top Amazon & Walmart private label marketplace partners. Our passion is bringing fun and functional products to life and delighting our customers with great value. With over 2,000 products and over 5 million delighted customers, 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 Copywriter expectations and responsibilities are the following:

- Create consumer product related content for new and expansion products across a range of categories including: Clothing & Accessories, Patio Lawn & Garden, Home and Novelty
- Describe company products clearly and concisely through accurate product descriptions while adhering to specific KPIs
- Interpret product features and product specifications for packaging
- Give direction to a graphic designer to create info graphics to support content, landing page initiatives, and image enhancements
- Double check spelling and grammar on products that are ready for purchasing
- Keep an organized library of all created materials
- Perform all assigned work efficiently, accurately, and on schedule to ensure due dates are met
- Communicate effectively to the appropriate departments to ensure work continuity
- Assist product photographer with styling, angles, photos, and prop-setting
- Write detailed title, bullet points, and enhanced brand content for products
- Research and implement key phrases and keywords throughout the product detail page
- Be a stand-in model for both photography and video
- Manage products in online distribution channels including company websites, Amazon, eBay, and Walmart
- Assist with Social Media, PR, Company Blog and other marketing related responsibilities as needed
- Submit and manage product data feeds to our sales channels including reviewing and fixing feed errors
- Actively manage the content ticket queue for updates and technical tweaks to get all products active on all sales channels
- Work with marketplace support to resolve issues that cause our products to lose visibility on the channels we sell on
- Live Trend Nation's core values
- Test products, including wearable items, and provide feedback to any department requesting it
- Work 40+ hours weekly

### **APPLICANT QUALIFICATIONS:**

- 3 Years of college education or relevant Copywriting experience
- Fluent English speaker
- Amazon experience preferred
- SEO background preferred
- 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
- Experience with Channel Advisor, Slack and NetSuite a plus

- Detail-Orientated
- Ability to multitask
- 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

**How to Apply:**

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

Please be sure to include Copywriter in the Subject line of the email.