



Director of Paid Media and Digital Marketing

Company: Trend Nation, LLC www.TrendNation.com

Location: Las Vegas, NV

Company Overview:

Founded in 2007, Trend Nation is a multi-brand e-commerce platform that has developed over eight leading multi-million-dollar private label consumer brands. We began as an exclusive Amazon retail partner for popular brands including Tommy Hilfiger, Tumi, and Calvin Klein and have since established ourselves amongst the most experienced sellers of private label consumer goods on marketplaces including Amazon, Walmart, and Target.

Building on our track record of successful brand development and funded by tech entrepreneurs who have created billion-dollar enterprises, Trend Nation is gearing up to rapidly gain share in the Amazon marketplace. We are seeking an ambitious, creative, and results-driven individual to join our team. This is an exciting and challenging role for the right candidate and is a unique opportunity to be involved in a fast-growing company.

Trend Nation is a fast-growing e-commerce retailer that owns and operates numerous niche e-commerce brands and excels on marketplace platforms including Amazon, Target, eBay and Walmart. Our two largest product assortments are spread between clothing and accessory items and patio lawn and garden products. 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.

Position Overview:

- Lead strategy and day-to-day execution of paid advertising and content marketing on third party marketplaces like Amazon, Walmart, and Target.
- Craft and communicate our brand stories through text, image, and a consistent voice across a variety of mediums
- Create and manage the company's ~ \$2 Million paid advertising & marketing budget to optimal ROI levels
 - Lead the paid media team to manage pay-per-click advertising campaigns inside and outside Amazon (mostly in Amazon)
 - Highly analytical review of weekly ad spend performance and detailed spend optimization
- Develop the marketing strategy for new and existing products
- Establish, track, and consistently meet KPI targets including sales, ROAS, conversion rates, and organic keyword ranking.
- Maintain marketing and advertising calendar and communicate to all stake holders.
- Plan out and execute product launch strategies including photo shoots, copyrighting, SEO optimization, and paid advertising.
- Coordinate with merchandising team on deal and promotional opportunities.
- Set and achieve clear goals in paid advertising, marketing, and content departments that support the company's strategy.
- Use a data-driven approach to making decisions to optimize PPC and organic sales.
- Manage the advertising and marketing integration process of brands that we acquire.
- Analyze new products and target brand acquisitions to provide insights into marketing performance and opportunities.
- Keep up to date on trends, SEO, and paid ad strategies on Amazon and integrate these into our strategy.
- Be a thought leader inside and outside of the Trend Nation company on advanced Amazon marketing strategies to drive above average results
 - Attend conferences and cultivate business contacts
 - Act as the primary contact between our marketplace partners and the company
- Overseeing/Assisting the new product vetting process and providing a marketing/advertising point of view to the team
- Lead, manage, and hold your team accountable
- Live Trend Nation's core values
- Test products, including wearable items, and provide feedback to any department requesting it

Skills/Knowledge/Abilities:

- Subject matter expert in Amazon paid advertising
- Strategic and analytical thinker with exceptional execution and problem-solving capabilities; comfortable with doing work in the trenches while still maintaining a strategic perspective
- Strong understanding of ecommerce specific business practices and consumer behavior, vendor management and project management
- Able to successfully define and deliver complex projects end-to-end with positive ROI, from business case through deployment, under tight timelines& budgets
- Strong leadership, influencing and communication skills with the ability to interact, influence and align with all levels of the organization, both internal and external
- Motivational and strong people manager who leads by example and excels at communication to ensure alignment with all team members
- Advanced Excel Skills
- Extensive knowledge of software that are used to help Amazon marketplace sellers thrive
- Strong knowledge of product feeds and content optimization strategies

Position Measurables:

- ROAS on advertising spend across all channels
- Ability to consistently hit quarterly marketing goals & KPI's
- Staff development and mentorship
- Thought leadership and supporting activities

Preferred Qualifications

- 5+ Years of paid advertising or marketing experience on Amazon
- Perform all assigned work, tasks, or projects efficiently, accurately, and on schedule to ensure due dates are met.
- Must be willing and able to travel up to 10% of the time.
- Live Trend Nation's core values and adhere to Trend Nation's policies and procedures.
- Test products, including wearable items, and provide feedback to any department requesting it.

Compensation:

- \$100k+ based on experience
- 401k, bonus program, medical and dental insurance reimbursement and many more benefits

How to Apply:

Submit your cover letter and resume via email to: Jobs@TrendNation.com. Please be sure to include Director of Paid Media and Digital Marketing