



Digital/E-Commerce Associate

- Optimize online merchandising to grow sales for all product categories.
- Audit the website by providing feedback on everything from technical issues to content, ensuring that we are giving our visitors the best user experience and the search engines the best crawling experience possible. This also includes site auditing for accuracy and working with cross functional teams for site deployment to production environment.
- Onboard ecommerce items; manage copy for SEO optimization of all items; work in partnership with other marketing team members on website components; ensure content is ready to go live.
- Partner with Product Managers to translate product strategy into the online experience, including keywords, attributes, filters, category pages, landing pages and navigation for the categories.
- Partner with digital marketing on campaigns and strategies, including SEO and segmentation.
- Determine opportunities for increased sales via improved placement, product copy, navigation, etc.
- Provide input on and edit content as needed for site (copy, attributes, promotions, web exclusive features, etc.).
- Perform merchandising across all platform channels, including external platforms such as CommonSku.
- Create, sequence, and maintain curated online product assortments to visually represent and support key merchandising trends.
- Monitor and maintain online cross-sells and upsells for core brands.
- Ensure on-site experience drives omnichannel efforts by appropriately communicating key marketing messages and aligning with overall business strategy in-store.
- Support the Digital Marketing Manager with social media management.
- Provide input to senior leaders on future roadmap opportunities.
- Search competitor websites for best practices and trends.
- Stay current with eCommerce, market and industry trends.
- Determine homepage graphics content.
- Composing, scheduling, and reviewing online content for Koozie Group's social media pages, email, and content marketing.
- Social listening and participation in industry conversation across social media, industry groups, and other channels to grow audience and engagement.
- Support of product video content planning, development, and analysis.
- Managing databases, spreadsheets, and contact lists in support of Marketing Cloud and content marketing efforts.

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Koozie Group® Corporate Headquarters 14421 Myerlake Circle, Clearwater, FL 33760 | kooziegroup.com

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- Utilizing digital marketing analytics to gather info about website and social media performance.
- Coordinating project plans and execution between Digital Marketing and related departments/functions.
- Assist with pay-for-placement execution as needed.

“We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.”

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