

# Ecommerce Manager

*Los Angeles, California*

We believe that the numbers tell a story. You couldn't be happier to hear that. You not only love to unpack and share those stories but also to use them to develop and carry out the strategic online marketing initiatives on the website. You love to talk customer funnel and understand the interconnectedness of running a digital company. You show up like a boss and own that user experience and are yearning to sink your teeth into a growing and innovative retail company.

## **What you'll do:**

- Decision-making for the website, third party ecomm relationships and email strategy
- You determine the format and features of the website in order to maximize clarity and ease of navigation
- Manage the Web Developer and liaise with the Creative Team to develop and alter the website as needed
- Keep abreast of new developments in the e-marketing world
- Create plans for new advances or initiatives to improve the company's online presence and e-sales
- Understand and deeply research the company's core demographics and how to best reach them in order to maximize search engine traffic, inform ad buys (managed by the paid media team), and set up audience segmentation
- Create targeting and segmentation schemes to optimize marketing spend
- Provide actionable insights to Lunya Brand team through data analytics and synthesize results into succinct takeaways that aid the team in decision making
- Dive deep into complex business problems and provide insights and demand patterns
- Troubleshooting and optimization of the website and keeping it looking and functioning well
- Proactively provide inventory and customer insights to Marketing team in order to identify opportunities
- Identify inefficiencies within tools/systems, and make ongoing recommendations for improvement
- Given the 24/7 nature of online shopping, you are on call to handle any issues that arise
- Develop automated and ad hoc reports and models to support marketing decisions.
- Communicate regularly with team members from Brand, Social, Paid Media, Creative, Web Development, and Product Merchandising

## **Who you are:**

- Bachelor's degree in Business or 2+ years experience analyzing data, drawing conclusions and making recommendations
- Organized, analytical person with strong technical skills
- Extremely responsive with strong judgement, attention to detail and organizational skills
- An expert understanding of spreadsheets, databases, financial analysis, website design, search engine optimization, and e-marketing strategy will be key to fulfilling the many functions of the job.

- Clear and effective written and verbal communication and strong interpersonal skills.
- Flexible to change strategies and rethink conventional wisdom at any time
- Ability to develop strong, synergistic relationships with x functional teams
- Experience with Facebook Advertising, Shopify, Retention Science, Google Analytics
- Apparel/retail/fashion industry experience is a plus.

**Who we are:**

Lunya sleepwear helps women sleep better and feel confidently comfortable.

Our small-but-mighty team is smart, creative, passionate, and entrepreneurial-minded, who meet the same superior standards we set for our products. We're a young company so nothing is above or below you. Our company culture is special and unique—you'll dig it, we promise. Plus, wouldn't you rather commute to Santa Monica instead of Downtown? Nothing against Downtown, but let's be real...

**Please send resume and cover letter to [jobs@lunya.co](mailto:jobs@lunya.co) and include:**

- A recommendation for a UX improvement that you think we could make right now on the website
- Who you think our target audience is
- Some different email segmentation ideas you have for our audience and why