



ECOMMERCE MANAGER

Honey Stinger is seeking a dynamic Ecommerce Manager to lead our digital strategy and drive online sales growth. This highly conversion-focused role will be responsible for forecasting and achieving revenue goals, analyzing customer data and patterns, and overall management of the online customer journey for these important channels. This position will report to the Director of Ecommerce and ensure timely execution of all owned-channel digital efforts for the brand. Substantial email and website marketing experience necessary alongside ability to analyze and optimize for trends and success.

Duties/Responsibilities:

Sales Strategy + Execution

- Develop and implement sales strategies to achieve revenue goals including promotional periods and new product launches.
- Work with Finance to provide accurate forecasts and to report on progress monthly.

Analytics & Performance Optimization

- Monitor and analyze key performance metrics including conversion rates, average order value, customer acquisition cost, and lifetime value.
- Use data-driven insights to optimize website performance, user experience, and sales funnel effectiveness.
- Prepare regular reports on ecommerce performance and present findings to senior leadership.

Email + SMS Strategy

- Develop and implement email/SMS marketing strategies aligned with overall marketing objectives and ecommerce sales targets.
- Create targeted campaigns and automated flows to drive customer acquisition, engagement, and retention utilizing new technologies.
- Develop, implement and optimize email list segmentation strategies based on characteristics, behaviors, and preferences.
- Manage and grow the email/SMS subscriber base.
- Prepare regular reports on email/SMS performance and present findings to senior leadership.

Platform Management & Operations

- Manage hierarchy of information on HS.com to educate, generate leads and drive conversions in accordance with brand guidelines.
- Work closely with logistics, inventory management and customer relations to deliver a best-in-class customer experience.
- Lead outside developer resources to build new pages/site elements, maintain, upgrade and install improvements on these platforms while ensuring digital compliance.
- Regularly test and optimize user experience from point-of-entry to checkout flows.
- Maintain operational efficiency on the B2B site and facilitate product descriptions, images and other applicable updates.

Perform other related duties as assigned

Qualifications:

- Bachelor's degree in Marketing, Data Analytics, or a related field.
- Proven experience as an Ecommerce Manager or in a similar role.
- Strong understanding of email/SMS marketing best practices and industry trends.
- Proficiency with email/SMS marketing platforms, Shopify and marketing automation tools.





- Analytical mindset with the ability to interpret and act on data-driven insights.
- Excellent written and verbal communication skills.
- Ability to work collaboratively in a fast-paced, team-oriented environment.
- Excellent time management and communication skills; this is a high growth company.
- Passionate about athletes and sports nutrition and have your finger on the pulse of these industries.

Benefits:

- Medical, Dental, Vision, 401K
- Accident/Life Insurance
- Wellness Reimbursement
- PTO (paid time off)

Annual Salary Range: \$90 – 110k

Honey Stinger's commitment to inclusion across race, gender, age, disability, national origin, religion, orientation and experience extends across all team members, partners and athletes. We encourage and expect all qualified candidates to apply regardless of background—your unique point of view will make us all better.

Interested candidates should submit a cover letter explaining your qualifications for the position and resume to jobs@honeystinger.com.

