

eCommerce Marketing Specialist

We're on a mission to make India drink real coffee. Our digital-first brand has grown rapidly in the last 18 months, with 2L+ coffee drinkers across the country, presence in \sim 2000 retail stores and marquee investors and mentors like DSG Consumer Partners & Rukam Capital. This role is based out of our New Delhi office.

About The Role

The <u>eCommerce Marketing Specialist</u> will develop, manage, and execute eCommerce Activations. He/she will ensure structured alignment to the brand's marketing standards, objectives, strategies and philosophies in all executions.

This will be an individual contribution role with an exciting opportunity to contribute to building one of the most exciting Young brands and drive exponential growth plans quarter-on-quarter.

What You'll Do

The eCommerce Marketing Specialist will ideate, strategize, implement, optimize and analyze the best eCommerce Marketing Campaigns through the following action points

- Digital ads campaign management on eCommerce Search and Display
- Daily optimization of digital marketing campaigns, including PPC, coupons & discounts, video, display advertising, and insight-driven reporting.
- Product detail page execution, digital merchandising, and brand-specific content creation and management on Marketplaces
- Create and optimize marketing campaigns and strategies for international markets where brand exists on Amazon
- Optimize budgets and key metrics according to ad performance deliver on the aligned ACOS while driving committed business growth
- Provide regular performance reports to leadership

Experience & Skills

- Proven work experience as an eCommerce Marketing Specialist
- Knowledge of Amazon Seller Central, AMS, Amazon Pi, Vendor Central, Flipkart Ads
- Advanced Excel knowledge and skills
- Strong analytical and data interpretation skills