

Title: E-Commerce Business Manager

Reports to:

COO & Marketing Director

Summary of Position Requirements The Head of E-Commerce leads the performance and growth of the online sales. Working with the COO and Marketing Director, you will have a finger on the pulse on the business, identifying important performance trends and areas of opportunity to grow the business. Support site conversion improvement efforts impacting the strategy and execution of one or more lines of business, customer channels, and/or sections of a website.

Primary Duties and Responsibilities

- Supporting our customers on their needs running on e-Commerce/on-line shopping malls across nationwide and develop new plans, strategies and tactics to increase the sales volume
- P&L, Reporting and Analysis: Develop, track & present routine and ad-hoc business performance updates, with the goal of improving conversion rates, transactions, and average transaction size. Participate in the forecasting and planning process.
- Lead the ecommerce efforts designed to drive website traffic and orders, which includes market research, advertising and other enhanced presence on third party e-channels, websites and engaging online visibility.
- Customer Experience: Understand key drivers of customer satisfaction and attrition, through primary/secondary research, customer feedback, and partnership and supervision with Customer Service Operations, Marketing & Logistics teams.
- On-line Media planning, execution and management with a focus on budget ROI, performance metrics, through various digital marketing activities that include (but are not limited to) market research (SEO), paid search (PPC), meta search, remarketing, link acquisition, local search, and social media marketing.
- Monitor, measure, and analyze campaign performance metrics, digital activity data and market research findings on a weekly basis, and be able to immediately identify and react to changes; design test strategies to optimize results.
- Developing the OUR CLIENT social media strategy for the corporate company and individual beauty's to grow audience and engagement while ensuring messaging is on-brand and relevant for all entities across multiple channels
- Daily posting and proactive relationship-building engagement on all Instagram, Twitter, Facebook, Google+ and Pinterest accounts for the OUR CLIENT account and YouTube as needed
- Daily collaboration with on-property social media leaders to post on social media channels that is within the brand voice and content strategy.
- In collaboration with on-property teams, ensure timely, constructive response/action is taken in response to customer feedback/inquiries via social channels
- Develop and communicate monthly social media reporting using the social platforms to track activity/engagement vs. those of our competitive set
- Responsible for revenue management and distribution teams with strategies and tactics to maximize channel profitability, lower cost of acquisition, increase contribution of reservations from primary e-channels, brand websites
- Supervising on update and add content/packages to each beauty site and OUR CLIENT brand site, including new pages landing for new product line, collections and launches that bring visitors to the final products
- Conduct regular audits and identify key areas of opportunity for content management across OUR CLIENT digital assets and other online entities, such as product review sites.

- Participate in and guide beauty market-specific strategy sessions, digital marketing review calls, as well as weekly/monthly yield meetings.
- Execute social media during beauty events/PR functions and plan and execute virtual and real-world events to drive social media engagement
- Collaborate with public relations and social media to generate awareness, engagement, and e-commerce conversion through social media.
- Supports the sales teams by providing strategic directions and tactics to identify marketing opportunities within segments/account base
- Manages all projects and package placement on websites & printed collateral distribution for all OUR CLIENT beauty media vehicles, including special events and promotional opportunities to ensure they are meeting with the company's vision
- Respond quickly to customer's requests in a friendly but professional manner. Consistently follows up to ensure customers satisfaction that meet and exceed our service standards
- Maintains high confidentiality in regard to customers privacy
- Follow departmental policies and procedures
- Follow all safety policies
- Site Optimization: Develop keen understanding of website experience and develop recommendations to improve customer engagement and conversion.

Minimum Requirements:

- Bachelor degree in marketing or related field/major
- 5+ years' experience in ecommerce and digital marketing, content development, web analytics, and social media marketing
- 2+ years' experience handling digital marketing in the beauty or consumer goods industry
- Strong analytical and quantitative skills and experience with interpreting digital KPIs and analytics data.
- Experience with Google Analytics and Google AdWords preferred.
- Firm grasp on how to test marketing tactics and achieve performance metrics.
- Native English Speaker & understanding in Korean will be Big plus

Benefits: Health Insurance. Free Lunch. Paid Vacation & Paid Sick Days. Performance Incentive.

FLSA Status: Exempt

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