

E-commerce Marketing Specialist/PPC/SEO

LEDsense Technologies Inc. is a fast, growing LED lighting manufacturer and retailer. We manufacture and distribute our products worldwide through distributors and also through our internet sales platform. We currently cover many LED lighting markets including Architectural, Hospitality, Residential, and niche lighting markets.

LEDsense Technologies is looking for a candidate that has a proven track record of managing PPC campaigns as well as a profound knowledge of SEO and SEM. The ideal candidate should have experience managing PPC accounts with Google, Bing, and Facebook etc. At the same time the ideal candidate will manage other channels of ecommerce like Amazon, EBay, Houzz, Build.com etc. Position located in Lynnwood.

PPC/Paid Search

Key areas of responsibility:

- Perform daily account management of pay per click accounts on Google AdWords, Bing and other search platforms.
- Analyze campaigns and ROI and implement changes.
- Assist in the maintenance and monitoring of keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Manage and maintain updates for large keyword lists.
- Provide creative copy suggestions and graphical ad templates.
- Assist in the management of Display network placement lists on AdWords and through other contextual advertising platforms.
- Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.
- Support the generation new paid search campaigns, ad groups, and accounts and aid in the creation of new paid search marketing initiatives.
- Generate weekly and monthly reports for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Keep pace with search engine and PPC industry trends and developments.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance.
- Monitor and evaluate search results and search performance across the major search channels.

Manage Different Ecommerce Channels

Key areas of responsibility:

- Upload and manage products in Amazon, Ebay, Houzz, Build.com
- Identify new ecommerce distribution channels.
- Manage stock levels and product descriptions
- Create and maintain current, relevant digital content for web based communications
- Detailed maintenance and improvement of listings, titles, product descriptions, features and benefits to increase ranking.

- Analyze reports for different platforms, present findings and recommendations for areas of growth.
- Drive traffic execute and measure marketing campaigns (AMS) to increase revenue.
- Monitor all channels for errors, alerts, questions or inquiries.
- Work in a collaborative manner with hosting partners to ensure all relevant content is current.
- Maximize SEO through content, keywords, descriptions, titles & tags, meta data and structure of URL's.
- Assist in any requests related to marketing and PR.

SEO and Content Writing:

Key areas of responsibility:

- Create compelling product descriptions that use SEO best practices.
- Write Press releases for new products and manage our press release system (PRNews).
- Create content for landing pages and product descriptions.
- Analyze Google analytics and propose new SEO strategies and implementation.

Experience required:

- The ideal candidate should have a minimum of 3 years' experience in PPC, Paid advertising and AdWords / Bing certification a plus.
- At least 3 years' experience writing content for product descriptions and landing pages.
- Experience in Social Media platforms like Facebook ads.
- Ability to understand technical lighting products and solutions.
- Proficiency in MS Excel and Word.
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools.
- Experience working with popular PPC ad platforms (AdWords, Yahoo, Bing).
- Experience managing Amazon and Ebay Market Place as well as ecommerce fundamentals.
- Proven Experience writing Product descriptions and website content using SEO fundamentals.

Compensation and Benefits:

- Salary depending on experience
- Performance incentives
- Paid Vacation
- Share of company profits
- Healthcare comp.

If this job opportunity reflects your current experience please send your Resume and Cover Letter to jobs@allthings-hr.com.