

To complete our marketing team in Lamone (Switzerland), we are looking for a

## **e-COMMERCE MARKETING SPECIALIST**

responsible for elevating the brand presence across digital platforms and implementing effective online marketing strategies to boost conversions. Utilize data analytics and market research to identify opportunities for website optimization and improved user engagement.

Plan and execute targeted online marketing campaigns across various channels, including social media, email, and paid advertising.

### **ACTIVITY**

Creation, management and analysis of marketing campaigns for online sales aligned with brand goals and growth opportunities (specifically Google ADS).

Implementation of planned activities from the editorial calendar (newsletters, posts, campaigns, ecc.). Social media management.

Drafting text content with a view to SEO and in line with the corporate, vision and strategy.

Develop and implement digital & ecommerce marketing strategies to increase brand awareness and drive traffic to our website.

Manage and optimize the website (Prestashop platform)

Enhance user experience, increase sales, and maximize conversion rates and improve site performance.

Implementing advanced digital marketing tools, i.e. AI, and platform native modules to boost marketing activity customer oriented.

Management of digital portfolio products and data updating.

Conduct thorough analysis of website performance metrics and user behavior to identify opportunities for improvement and optimization.

Implement conversion rate optimization techniques to enhance website performance and drive revenue growth.

Understanding ability to make recommendations/manage online marketing tactics including SEO & SEM. Collaborate with creative teams to develop engaging content, including product descriptions, imagery, and multimedia assets.

Utilize data analytics tools to track and measure the effectiveness of marketing campaigns and initiatives and provide actionable insights for continuous improvement.

### **QUALIFICATIONS REQUIRED**

- At least 5 Years of working experience in eCommerce marketing demonstrating a track record of success in driving online sales.
- Perfect knowledge of German language both spoken and written.
- Bachelor's degree in marketing.
- Perfect knowledge of Google ADS tools.
- Comfortable using insights/analytics to measure campaign effectiveness.
- Knowledge of conversion rate optimization principles.
- Ability to drive brand strategy execution to achieve business goals.
- Proficiency in CRM software, Google Analytics, and other eCommerce tools to analyze data and inform decision-making.
- Strong understanding of web design, website architecture, and SEO principles to optimize website performance and visibility.
- Excellent communication skills, both written and verbal, with the ability to effectively convey ideas and collaborate with cross-functional teams.

### **OFFER**

Open-ended employment contract.

Flexible working hours.

Employment and remuneration package of great interest within a highly dynamic company context geared to development and growth.

Candidates who meet the required profile may send their detailed Curriculum Vitae with photo to:

***direzione@mavex.swiss***