

United States Jobs Expertini®

E-Commerce Marketing Associate (Creative) (Hybrid Remote) (Entry-Level)

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Company: Reli.

Location: United States

Category: production

Reli. is a rapidly growing eCommerce company selling on Amazon (www.amazon.com/reli), Walmart, Shopify (ShopReli.com), and eBay seeing 100% year over year growth. We currently service 7,000+ orders daily across our eCommerce marketplaces, with over 1,000,000+ unique customers such as Marvel, Dominos, and Lululemon. We pride ourselves in our strong, upbeat work culture and dynamic startup feel. We are looking for new team members that are enthusiastic and willing to learn and grow with the company. As an E-Commerce Marketing Associate, you would be part of the "Product Team" and directly contribute to all aspects of new eCommerce product launches - from performing product research to taking product photos and more. This is a starting position with very high potential for advancement and career growth! Starting wage will depend on experience and educational background.

Growth Plan Details: This role is associated with a Growth Plan, with the goal of reaching Marketing Associate (Analytical) - Level 2, around the time of completion of Year 1 at Reli. Impactful progress towards reaching Level 2 will include opportunities for compensation increases along the way, dependent upon performance, building towards a \$30/hr base compensation upon reaching Level 2. We are committed to supporting your professional development and rewarding your achievements every step of the way. Reli. is headquartered at 12641 166th Street, Cerritos, CA. We are Hybrid Remote. Our work from home days are on Mondays, Wednesdays, and Fridays. Our in-office days are on Tuesdays and Thursdays to facilitate team bonding and collaboration. Fantastic employee benefits: Paid Time Off (Vacation, etc.): 15 Days PTO to Start + 1 additional day per year working at Reli. 10 Paid Holidays in addition to PTO Hybrid Work Schedule Regular Team

Happy Hours/Events
Employer Matching for 401(k)
Health Care (Medical, Vision, Dental) - Blue Shield PPO or HMO
Medical Insurance
Life Insurance
Full Time-8 hr. Shifts
Position
Description:
Creative/Design:
Copywriting for Product Pages (product page title, bullet points, enhanced content, etc)
Product Page Listing Setup & Updating on Amazon, Shopify, Walmart.com, and other marketplaces
Product Page Photography capturing creative and market focused photos
Generate written design requests for product page images, creative box artwork, and other marketing materials to provide to our third party design service for execution
Assist with design queue management & coordinate with designers for photo editing/design finalization
Identifying & supporting marketing efforts to drive marketplace growth and/or optimization through A/B Testing, Price Optimization, & more
Experience with performing product research, analysis, pricing
Analytical: You will take ownership over multiple product categories that you discover and research - taking a product idea, working through its life cycle, and turning it into an eventual product launch
Product & Market Research to contribute towards expanding into new markets or grow in existing markets
Conducting quantitative product analysis (through Excel or Google Sheets) to determine product specifications, product pricing, and product launch viability
Communicating with purchasing/vendor coordinator(s) to ensure accuracy of product information, specs and pricing when performing price analysis
Candidate Requirements:
Bachelor's Degree
Ability to apply a marketing mindset to product photography and generating design requests for our design service to generate marketing materials
Product-focused with ability to conduct product research / analysis from a customer mindset
Resourceful, independent, and a problem solver
Detail-oriented to be able to follow Standard Operating Procedures (SOPs)
Willingness to learn and incorporate constructive feedback
Excellent communication skills with a willingness to ask questions and work in a team
Excellent computer and technology platform skills
Preferred Qualifications:
Experience with eCommerce product page creation (images, copy, etc.)
Marketing Perspective - Understanding what types of product images are attractive to the customer for driving conversion
Strong Attention to Detail - Understanding the importance of following detailed SOPs and being able to document and communicate properly; ability to translate large amounts of detailed information into specific takeaways
Open-minded - Ability to be open-minded about findings and willingness to adjust accordingly, willingness to learn and being open to feedback
Creative thinking - Ability to try alternative approaches that with help see a problem / analysis from different perspectives (product-focused with consumer mindset)
Experience with performing product research,

analysis, pricingAnalytical ability - Ability to propose data-driven product specs/price, etc.; Ability to gather & evaluate/analyze research in order to make informed decisions and conclusions based on quantitative analysis, making judgments about the value of information and understanding its components; considers different points of views and understands how information connects.Willingness to ask questions / intellectual curiosity - Asks questions to find out all the needed details to move forward / complete task; being curious to understand the context of the process or ask questions if not clear; determined to understand the findings to communicate to the teamPhotography experienceAbout Reli.Reli. is a minority-owned and family-owned company headquartered in Cerritos, CA, with three strategically located distribution centers nationwide.We are a rapidly growing eCommerce company built around strong values & making an impact. Providing a variety of products through eCommerce channels to make the daily lives easier for our business and consumer customers.Related: ecommerce, e-commerce, digital marketing, marketing assistant, marketing coordinator, marketing specialist, marketing analyst, product associate, product analyst, ecommerce specialist, ecommerce clerk, ecommerce coordinator, ecommerce merchandising, ecommerce assistant, ecommerce analyst, e-commerce analyst

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