## Full job description

**Warmies USA** is a leading provider of plush stuffed animals and wellness products designed to bring comfort and relaxation to people of all ages. Our products are infused with warmth and soothing scents, making them perfect companions for bedtime, relaxation, and relief from everyday stress.

Warmies is seeking a dynamic and experienced **Ecommerce Marketing Coordinator** to join our team. In this role, you will play an important part in driving our digital marketing efforts, with a focus on web management and lifecycle marketing. Reporting to the Director of Ecommerce, you will collaborate closely with cross-functional teams to manage campaigns, analyze data, and optimize strategies to drive growth and enhance customer experience.

**Key Responsibilities:**

* Coordinate marketing campaigns across digital channels, including our Shopify store, Asana, and Slack.
* Analyze macro and micro data to identify trends and generate reports using tools like GA4 and Shopify.
* Assist in inventory management and merchandising strategies based on data.
* Set up, schedule, and manage email and SMS campaigns, including segmentation and A/B testing.
* Manage the content calendar, brief creative teams, coordinate content development and review copy.
* Analyze campaign results, perform A/B tests, and report insights to inform marketing strategies.
* Report out on email and SMS campaigns, identifying trends and making data-driven recommendations.
* Collaborate closely with cross-functional teams to ensure alignment and successful campaign execution.

**Qualifications:**

* 2-3 year of Ecommerce direct to consumer experience on platforms such as Shopify.
* Exceptional organizational skills, is detail-oriented, and capable of working independently to meet deadlines in a fast-paced environment.
* Proficiency in analyzing and interpreting data from GA4, Shopify, and customer surveys.
* Previous experience in setting up, segmenting, and A/B testing email and SMS campaigns.
* Strong analytical skills with the ability to interpret campaign results and identify trends.
* Experience in project management and collaboration with cross-functional teams.
* A great team attitude who thrives in a “yes, and” culture.

**Bonus Points:**

* Experience with email platforms (Ex:Klaviyo), SMS platforms ( Ex: Attentive), and loyalty platforms (Ex: Friendbuy).
* Proficiency in analysis software to enhance data interpretation and insights.

If you're passionate about ecommerce & lifecycle marketing and want to join a fast-paced team, we'd love to hear from you. Apply now to be part of the Warmies family!