

# Amazon Advertising Manager

(Company Introduction & Description)

We're looking for an Amazon Advertising Manager to drive awareness and consideration for our products among customers by using the full array of Amazon Advertising products (DSP, PPC, Sponsored Ads, etc.). You will work closely with the Brand Growth team to lead customers to our Amazon stores and product pages, and ultimately deliver paid sales.

## Responsibilities

- Lead the execution of our Amazon advertising efforts and provide data-driven recommendations around marketing goals, spend per advertising product, and Amazon marketplace expansion
- Develop, split test, and analyze keywords, ad copy, bidding strategies, and ad groups to maximize potential impression volume and overall efficiency
- Drive initiatives to improve customer retention and LTV
- Analyze campaign performance data and make adjustments as needed based on insights
- Track paid sales to ensure we achieve targets or make fast course corrections
- Develop benchmark criteria to measure the efficacy of our Amazon advertising campaign, and provide regular reporting to the Brand Growth team

## Requirements

- 4+ years of experience with the design and execution of Amazon PPC and/or DSP campaigns
- Proven track record of driving top-line results through increasing paid traffic, improving SEO, and elevating brand awareness
- Strong analytical skills and comfortable with large data sets
- Have worked at an Amazon advertising agency
- Have experience with tools like Pacvue, Teikametrics, Perpetua, etc.
- Have DTC brand marketing experience