eCommerce Graphic Designer

(Company Introduction & Description)

The Graphic Designer, Ecommerce will be responsible for the creation of all graphics including but not limited to: email campaigns, affiliate banners, social and media ads, and homepage/ site creative. The graphic designer should have in-depth knowledge of the digital space, an understanding of Adobe Creative, along with an attention to detail and strong time management skills.

Major Responsibilities:

- Design newsletters and marketing materials including but not limited to: email, affiliate, paid social, media, & homepage/ site
- Produces graphic sketches, designs, and copy layouts for a variety of applications. Determines size and arrangement of illustrative material and copy, select styles and size of type, and arranges layout based upon available space, knowledge of layout principles, and aesthetic design concepts.
- Maintain brand guidelines and ensure assets hold brand consistency
- Partner with Digital Marketing to leverage performance data and learnings to iterate optimizations to campaigns
- Utilize performance data to iterate creative designs for marketing and social campaigns
- Special projects are completed as needed.
- Other duties relating to graphics or marketing may be assigned.

Specific Job Skills:

- Excellent time management and organizational skills are imperative.
- Must be detail oriented and thorough.
- An in-depth understanding of the Mac operating system and Adobe Creative Suite.
- Work responsibilities occasionally concern confidential and/or sensitive information requiring the use of discretion.
- Experience with Shopify & Klaviyo preferred
- Teamwork and communication are crucial to the successful completion of own and others job duties.
- Job duties are widely diverse, and frequently require conceptualizing, planning, and problem solving.
- Efficiency and speed are essential skills, as the company is consistently working under very tight deadlines.
- Copywriting skills are preferred but not required.

Qualifications

- Bachelor's degree in graphic design or related field
- 2+ years experience

- Advanced knowledge of software programs including Adobe Creative Suite 4, Acrobat Pro, and the Microsoft Office Suite. Proficiency in web design and development software is preferred, but not required.