CLIENT DETAILS

Client: Luvv Labs LLC
Website: https://luvv.co/
Address: 304 S. Jones Blvd. Suite 3049 / Las Vegas, NV 89107
Contact Person: Eric Ficksman
Position Hiring For: Shopify Optimization & Marketing Specialist

JOB DETAILS

Job Title: Shopify Optimization & Marketing Specialist
Location: Remote
Reports To: TBD
Work Shift: PDT/PST Timezones
Working Hours: 40 hours per week/Full-time
Rate: $10/hours

Job Description:

We're seeking a highly motivated **Shopify Optimization & Marketing Specialist** to take ownership of the performance and user experience of our Shopify stores. This role will focus on increasing conversion rates, improving site speed and SEO, and implementing best practices across our storefronts. The role will also assist with various marketing initiatives to help drive traffic and boost customer engagement.

Key Responsibilities:

Shopify Store Optimization

- Audit and optimize Shopify storefronts for performance, usability, mobile responsiveness, and conversion rate.
- Manage and implement A/B testing to improve user experience and key metrics.
- Collaborate with designers and developers to implement UI/UX enhancements.
- Ensure proper app integrations and maintain functionality across themes and third-party tools.
- Troubleshoot and resolve Shopify-related issues, bugs, or technical errors.
- Optimize on-site SEO including metadata, structured data, and keyword placement.

Marketing Support

- Assist with planning and executing promotional campaigns, product launches, and seasonal events.
- Coordinate with the content and creative teams to ensure consistent branding across marketing channels.

- Help manage email marketing and SMS campaigns (Klaviyo or similar tools).
- Track and report on marketing performance metrics, offering recommendations for improvement.
- Support social media and influencer collaboration efforts where needed.

Qualifications:

- 2+ years of experience managing and optimizing Shopify stores.
- Strong understanding of e-commerce best practices, CRO (conversion rate optimization), and SEO.
- Familiarity with Shopify themes, Liquid code, and apps.
- Experience working with marketing tools such as Google Analytics, Klaviyo, Meta Ads Manager, or similar.
- Basic HTML/CSS knowledge is a plus.
- Highly organized, proactive, and able to manage multiple brands simultaneously.
- Excellent communication and teamwork skills.