



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: E-commerce Generalist

JOB DETAILS

Job Title: E-commerce Generalist

Location: Remote

Reports To: TBD

Work Shift: PDT/PST Time Zones/ 4 hours overlap with PST

Working Hours: 40 hours per week/Full-time

Rate: (\$7/hr-\$12/hr based on sample profiles)

Job Description:

We are seeking an **E-commerce Generalist** to join our dynamic team and support the day-to-day operations of multiple Shopify stores. In this role, you will manage and optimize store performance, help improve store revenue through various marketing activities, and ensure the seamless integration of plugins and apps within the Shopify ecosystem.

The ideal candidate should have a solid understanding of e-commerce best practices, including SEO, CRO, email marketing, and performance tracking. Additionally, familiarity with affiliate and influencer marketing is a plus. You will be collaborating with a technical co-founder and may have the opportunity to manage additional staff in the future.

Key Responsibilities:

- **Shopify Store Management:**
 - Manage and optimize multiple Shopify stores to ensure smooth operations and high performance.
 - Integrate and configure plugins/apps to improve functionality, store design, and user experience.
 - Focus on improving store revenue through various marketing channels.
- **Revenue Growth & Performance Optimization:**
 - Continuously evaluate and analyze performance metrics (CRO, SEO, email marketing, etc.) to uncover opportunities for improvement.



- Develop and implement strategies that drive revenue growth, improve customer experience, and optimize overall store performance.
 - Regularly monitor and update product pages, content, and conversion funnels to maximize sales and boost customer engagement.
 - Maintain a growth mindset, always seeking new opportunities to enhance revenue and improve operational efficiency.
- **Performance Optimization:**
 - Analyze data and performance metrics to identify areas for improvement (CRO, SEO, email marketing, etc.).
 - Develop strategies to improve revenue, customer experience, and overall store performance.
 - Monitor and adjust product pages, content, and conversion funnels to increase sales and customer engagement.
- **Lifecycle Marketing:**
 - Support and execute lifecycle marketing campaigns across email, SMS, push notifications, and subscriptions.
 - Analyze campaign performance and implement insights to drive customer retention and revenue growth.
- **Affiliate & Influencer Marketing:**
 - Support and possibly manage affiliate and influencer marketing programs to drive traffic and revenue.
 - Work with external partners and track performance to ensure effective ROI.
- **Collaboration and Teamwork:**
 - Coordinate with the technical co-founder to implement updates and optimizations to the e-commerce platforms.
 - Manage relationships with third-party vendors, apps, and tools to ensure effective platform integration.
 - Possibility of managing additional staff or freelancers as the business grows.

Qualifications:

- Proven experience managing and optimizing Shopify stores, including deep knowledge of the Shopify app/plugin ecosystem.
- Strong understanding of Shopify backend operations and troubleshooting issues.
- Familiarity with SEO, CRO, and email marketing best practices.
- Experience with performance tracking tools and data analytics for e-commerce platforms.
- Excellent written and verbal communication skills to collaborate with internal teams and external partners.
- Strong problem-solving abilities and a proactive approach to work independently.



Preferred (Nice-to-Have) Skills & Experience:

- Experience with Meta/Google Ads and online advertising (not required, but a plus).
- Exposure to affiliate and influencer marketing strategies and platforms.
- Familiarity with performance tracking tools to analyze marketing campaign results and optimize for better performance