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## Director, Amazon Marketing West Palm Beach Florida

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### Overview

Responsible for developing and implementing the Company's marketing strategy on Amazon. Grow sales and market share through creation and execution of marketing programs, including but not limited to Amazon Search and Amazon Advertising.

### What You Will Do

- Expand the company market share and drive sales growth on Amazon.com via strategic marketing programs. Optimize SOV and ROAS through comprehensive marketing campaigns via Amazon Marketing Services and Amazon Media Group.
- Lead strategic relationships with external partners to develop cutting edge marketing programs that deliver KPIs and establish the company as a best-in-class marketer on Amazon.
- Demonstrate deep category level expertise and performance drivers around key metrics to continually optimize marketing strategy. Specific metrics include, but are not limited to ROAS, Top of Page Rate (TOPR), SOV, sales, market share, and key word optimization.
- Lead the marketing focus of the Amazon Task Force to insure synchronization of sales, creative, supply chain, and others as needed.
- Other duties as assigned.

### Skills & Qualifications

- Bachelor's degree or equivalent in business/marketing related field.
- Minimum 5 year's experience in an analytical marketing role.
- Minimum 2 year's experience directly with Amazon, emphasis on search preferred.
- Nutritional and/or health-positive consumer products sales experience preferred.
- Able to lead, as well as, be a part of a team and to perform in a fast-paced environment.
- Outstanding decision making ability; demonstrated organization and time-management skills; and excellent verbal, written and interpersonal communication skills.
- Able to communicate effectively with all levels of customers, senior management, and team members.
- Relationship building and management skills.
- Product knowledge required to communicate consumer benefits.

### Why Join?

**The Organization.** The #1 brand in the natural products industry.

**The Role.** The opportunity to lead quality functions to support the highest quality standards, processes and procedures.

**The People.** A dynamic and innovative team of professionals with a global presence and a commitment to health and wellness.

### Your Next Steps

Email your resume in **word format** to [ctucci@radarhh.com](mailto:ctucci@radarhh.com) Please quote **project #106884** in the subject line. radar promotes the highest standards of integrity and principles of quality, diversity, equity, and ethical practice. We thank all those who submit their résumés. Only those selected for further consideration will be contacted.