



## E-Commerce Marketplace Analyst

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Reports to: Chief Growth Officer                      Department: Growth

Classification: Exempt                                      Last Updated: 9/18/2024

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### Job Summary:

The E-Commerce Marketplace Analyst is responsible for driving revenue growth on online marketplaces, with an emphasis on Amazon's platform. This position has ownership of all business development activities related to King Technology, Inc's. (KTI's) online marketplaces. The E-Commerce Marketplace Analyst, reporting to the Chief Growth Officer (CGO), collaborates with external partners and internal cross-functional teams to deliver results.

### Essential Functions:

- Develop and execute strategies to drive sales growth on Amazon and other online marketplaces.
- Ensure all listings are optimized with high-quality content and SEO keywords to maximize discoverability and conversion.
- Oversee and optimize advertising spend. Align advertising strategy with strategic priorities for the business.
- Develop and implement online growth strategies to increase customer acquisition, increase retention, improve profitability and enhance the customer experience.
- Serve as primary day-to-day point of contact with marketplace partners. Successfully manage the relationship and collaborate with partners to drive business results.
- Develop, execute, monitor and adjust all aspects of new product launches for Amazon and other online marketplaces.
- Partner with internal cross-functional teams including Marketing, Operations, Sales and Finance.
- Regularly analyze data and trends and deliver meaningful, actionable insights to the business to improve results.
- Collaborate with marketplace partner to find and deliver on efficiencies in how KTI serves its customers.
- Manage sales forecast for marketplace business. Revise and deliver monthly forecast by SKU.
- Develop holistic reporting and effectively communicate key metrics to leadership.
- Stay up to date on e-commerce marketplace trends, advancements and changes to marketplace platforms.
- Actively monitor and report on the competitive landscape. Develop and implement counter measures to minimize competitive threats on marketplaces.
- Other duties as assigned.

### Job Qualifications:

- Minimum of 3 years working in Amazon, ideally managing over \$50M in revenue
  - Bachelor's degree in Marketing or related field
  - Strong knowledge and familiarity with all aspects of the Amazon platform
  - Collaborative work style that can effectively work with internal cross-functional teams and external business partners
  - Highly organized and effective at meeting deadlines
  - Analytical and enjoys working with data
  - Passionate and curious about e-commerce and online marketplaces
  - Strong interpersonal and communication skills (verbal/written) required
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- Travel 5-6 times per year
  - Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage and Servant-Leadership
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