



About Lateam Partners

Lateam Partners is a premier recruitment agency specializing in hiring top **English-speaking** talent in **Latin America** for U.S.-based companies. We connect skilled professionals with dynamic opportunities, offering competitive salaries, career growth, and the chance to work with leading international businesses.

By joining Lateam Partners, you gain access to **exciting remote roles, a supportive work culture, and ongoing professional development**. We pride ourselves on matching top-tier talent with high-quality employers, ensuring a rewarding experience for both candidates and clients.

If you're looking to advance your career with **a stable, well-paid, and growth-oriented opportunity**, apply today and become part of our thriving network!

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Job Title

E-commerce Merchandising Manager

Location

Remote

Client

Undisclosed

Job Summary

Responsible for ecommerce merchandising strategy, including promotional strategy, discount laddering, product journey, and successful promotional campaign performance across all marketing channels. This role is responsible for developing data-driven e-commerce shopping

and user experience initiatives across the entire customer journey, driving high-value customers to contribute to both New Customer AOV and total LTV.

The e-commerce Merchandising Manager spearheads the omnichannel retail promotional process from ideation through analysis. This role will utilize web analytics, A/B experimentation, pricing psychology, discount laddering, and bundling opportunities to play a pivotal role in the evolving marketing strategy.

Responsibilities

- Strategize and manage the company promotional calendar for onsite, SDR, email, paid media, influencer, and affiliate offers on a quarterly basis
- Ensure accuracy and completion of all onsite promotions and special offers
- Ideate new A/B experiments with a primary emphasis on improving Revenue per User (RPU), new customer AOV and capitalizing on new merchandising opportunities
- Lead the cohesive, cross-channel creative strategy for promotional campaigns from concept to completion, including ideation of themes, creating, redesigning, reviewing, approving and revising copy, and reviewing all creative assets utilized across all channels
- Responsible for all on-site product and bundle launches on nasm.org and afaa.com, including but not limited to:
 - Defining product positioning, promotional strategy, and any upsell and/or bundle opportunities
 - Managing all e-Commerce updates related to launch, including Product Description Page (PDP) content, navigation updates, development needs, promo code management, and cross-channel impact
 - SKU importation and management
 - Organizing both internal and external QA
 - Own product launches and any post-launch action items
 - Reporting on product performance, with a strong emphasis on improving web AOV, new customer AOV, and product mix, to measure effectiveness and strategize additional optimization opportunities

- Analyze data, including but not limited to web analytics, heatmaps, and session recordings. Utilize analytics to inform on-site marketing strategy, optimize sales and provide a seamless customer purchase journey
- Direct Merchandising and Promotional Specialist to execute on the merchandising and promotional vision through promotional review meetings and weekly 1:1's
- Supervise vendors to ensure all 3rd party managed on-site marketing messaging is consistent, effective, and accurate
- Review, manage, and prioritize incoming promotion and merchandising requests from other departments
- Identify new ways to promote special offers on-and-off-site, continuously testing and optimizing to maximize sale potential

Qualification

- Bachelor's degree required, preferably in marketing, business, or equivalent work experience
- 7+ years' experience in e-Commerce marketing, merchandising, and/or website management
- Project management experience, proven experience working across departments and coordinating many moving pieces to get a promotion launched
- Effective and efficient use of platforms and tools to do the job which includes but are not limited to, Adobe Commerce and AEM, Wrike, Sitefinity, Magento, Ensign, Hotjar, Google Analytics, Dynamics 365, Tableau, Teams, SharePoint, Jira, Confluence, Figma, Outlook, Word, Excel, PowerPoint, Visual Studio Code, Photoshop, Illustrator, Acrobat, IDE or text editor experience, Hubspot, Google Tag Manager, Optimizely and web language such as HTML, JSON and CSS

Skills & Abilities:

- Must be a creative thinker, analytical thinker, and problem solver and thrive in a fast-paced environment.
- Excellent project management, organizational, and analytical skills. Proven ability to continuously improve processes.

- Stellar attention-to-detail, as this position will be responsible for pricing
- Exceptional communication skills, both written and verbal.
- Be a self-starter. Ability to work and deliver with limited management requirements.
- Excellent copywriting and editing skills
- An eye for design; ability to work with designers to execute a vision
- Strong computer literacy. Able to learn new programs quickly and easily

Apply to this position

<https://forms.monday.com/forms/6f43e441a98a43154090ba9322b9091d?r=use1>