



## Digital Marketing & Google Analytics Specialist

Google Analytics, SEO & SEM for a Global Luxury Goods Designer

Ideal candidates will have experience working with SEO, SEM & GOOGLE ANALYTICS.  
Must be passionate about E-Commerce, Digital Marketing and Social Media.

### Overview:

Successfully support the Digital Communications team in all digital activities across Corporate and COOP activations.

Serve as liaison with Agency and/or product network in support of digital activations.

Assist the Digital Communications team in the implementation and tracking of website optimization.

Ensure success of the COOP Digital Media Program by providing valuable administrative support.

Provide administrative support to the Digital Communications team and contribute to the completion of all projects and special assignments in a timely manner.

Ensure quality of media placements by accurately reviewing digital media preview links.

Maintain adherence to brand guidelines.

Ensure that projects are on track and deadlines are met.

### Key responsibilities:

Acting as Liaison with International digital team overseas.

Assisting in communication with network regarding website audits.

Presenting website optimization presentations to client network.

Tracking client websites for adherence to guidelines and SEO Optimization updates.

Explaining technical web solutions to clients with varying levels of technical understanding.

Liaising between Brand and International team on audit process progress and implementation.

Reporting on audit implementation progress internally.

Developing knowledge and understanding of Brand Digital COOP Guidelines as they pertain to the Brand content on the website.

Helping clients troubleshoot technical solutions.

Validating creative assets.

Develop and implement creative rotations.

Interpreting data provided by digital tracking and Brand website.

Creating spreadsheets using MS EXCEL.

Communicating with Agencies and Vendors.

Assisting digital team in all tasks related to improving digital activities.

Providing guidance and tactical support for COOP digital program.  
Participating in tracking of Brand sites and social presence.  
Input digital media and creative rotations into proprietary system.  
Tracking Brand website activations as well as social media activity.

Experience Required:

SEO, SEM & GOOGLE ANALYTICS

MS EXCEL

Website development

Basic web technical knowledge including development skills inclusive of MetaData, HTML, URL's and Domains

Google Webmaster tools

Basic principles of Search Engine Optimization

Digital media

Media planning

Written and oral communication skills

Microsoft Suite – including Outlook

Record keeping

Reporting

Perks:

Company offers great stability, benefits, and work-life balance.

Hours are 9-5pm.

Offices conveniently located in Midtown NYC.

Opportunity for growth and promotion after 1 year.

If interested, please email your CV to [Resumes@OmniChannelCareers.com](mailto:Resumes@OmniChannelCareers.com) to apply.