

E-Commerce Marketing Specialist

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Company: Cool Point (Pvt.) Ltd.

Location: Lahore

Category: sales-and-related

E-Commerce Marketing Specialist Cool Point (Pvt.) Ltd., Pakistan The E-commerce Personalization Marketing Specialist will help create and implement a personalization strategy for our website. You will partner with our Online Merchandising and Personalization team to further advance the progress made in creating a more personalized and relevant experience for guests and clients who visit our website. Job Specification Previous experience with online personalization strategies/tactics. Previous experience with monitoring relevant KPI's and responding accordingly. Experience with Google Analytics or similar tools is a plus. Proficiency in computer literacy and common office productivity software such as Outlook, Word, Excel and PowerPoint ... experience with MS Visio is a plus. Must be a great teammate, collaborator and communicator via email communications, phone/video calls and must be comfortable presenting to both small and large audiences. Information Technology and Services - Lahore, Pakistan

#J-18808-Ljbffr

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