



Intrepid Digital

eCommerce Product Feed Manager (Contractor)

Job Description

Our digital marketing firm is one of the best-kept secrets in the industry. We currently work with the most prominent names in online eCommerce, marketplaces, technology, B2B, and SaaS-based businesses. We are looking for a passionate marketer to help take our strong paid media program to the next level.

The eCommerce Product Feed Manager is part of the Performance Marketing Team and reports to the Sr. Director, Performance Marketing. This role is responsible for creating, launching, executing, testing, and optimizing the performance of Google Shopping and Bing Shopping campaigns to support core business objectives. This role works closely with other team members to deliver effective Digital media campaigns that meet and exceed clients' core KPIs.

Primary Responsibilities

- Assess and understand goals across our digital marketing channels and assist in developing a strategic plan to drive results to achieve those goals.
- Accountable for creating, launching, testing, and optimizing the performance of Google Shopping and Bing Shopping campaigns to support core business objectives.
- Experience managing and optimizing product feeds for Digital Marketing channels such as Google Shopping, Bing Shopping, Facebook, and Pinterest.
- Create, track, analyze, forecast, and report campaign strategies and performance.
- Identify, test, and track feed optimization opportunities - title/ description/ image optimization, custom labels, promotions etc.
- Analyze, recommend, and execute tactical changes to maximize channel performance, along with providing recommendations based on insights or learnings you derive from optimization efforts.
- Research and acquire trends from primary and/or secondary sources to enhance, build and forecast upcoming campaigns.
- Maintain a high level of industry knowledge and expertise in performance marketing.
- Work independently and collaboratively with team members to create cohesive strategies for success.

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Qualifications

- 5+ years of full-time professional experience with standard shopping campaigns on Google.
- Live and breathe the paid search industry, staying ahead of cutting-edge trends and channel developments with partners to drive sales.
- Proficient with Google Merchant Center
- Deep understanding of key elements of successful online retail business and ability to design, launch and optimize standard shopping campaigns.
- Strong analytical and reporting skills and knowledge of Microsoft Excel and Google Suite tools
- Thorough understanding of paid search tactics and platforms, including automated bidding strategies (tROAS, tCPA, impression share).
- Experience making data-driven decisions to achieve team goals
- Relentless attention to detail
- Strong oral and written communication skills

Preferred Experience

- Proficiencies with feed management tools (i.e. Feedonomics, Go Data Feed, Productsup)
- Google Shopping Certified