



Marketing Analyst - Ecommerce

TRUSTED **VALUES**. INNOVATIVE **SOLUTIONS**. SHARED **GROWTH**®

Location: Mt. Sterling, IL or Chesterfield, MO

Department: Dot Expressway

Reports To: Product Manager – Dot Expressway

Your Role: The Dot Expressway is a B2B ecommerce site that connects thousands of food industry buyers and manufacturers each day. The Marketing Analyst - Ecommerce will lead us in analyzing, reporting and identifying trends and opportunities to improve sales, site performance, marketing campaigns, and overall user experience of the Dot Expressway. Experience in, and curiosity of, all things digital marketing are key to success in this role, including web-traffic, email, and marketing campaigns.

- Collect and analyze ecommerce data to improve user experience, conversions and site success.
- Develop, execute, and analyze tests to improve conversion and sales. Continually assess sales data to understand product trends and inform merchandising decisions.
- Leverage customer database to develop segmented acquisition and retention email marketing campaigns and implement continuous testing to improve campaign effectiveness.
- Create/maintain daily, weekly, and monthly key metric dashboards to inform key stakeholders.
- Applies lean thinking and tools to identify and eliminate waste in all areas of the position.

Role Specifics:

- *Travel* – Occasional overnight travel to internal and industry events. Must have ability to travel independently as needed, without restriction by all modes of transportation, including car, plane, or train

We Need You To Have:

- Bachelor's degree or comparable Dot experience
- Proven understanding of ecommerce analytics, web-tagging, search engine optimization and search engine marketing
- Proven analysis and problem solving skills
- Effective communication and interpersonal skills
- Proficient computer skills, including Microsoft Office programs

We'd Like You To Have:

- Experience in SQL query and Google Analytics IQ
- Expert Excel skills (data modeling, large data-set analysis, data visualization)
- Ecommerce experience, particularly in a high-transaction B2B environment

What Can Dot Offer You?

As a family-owned and -operated company for the past 57 years, Dot Foods has created a strong family culture within the business. As a vital part of that family unit, we want to ensure you feel included and respected for any differing ideas. We appreciate those opinions and count on them to make us successful. In addition to an inclusive working environment, we will provide you with:

- Competitive benefits
- Flexible work environment, with telecommuting options
- Significant advancement opportunities

Safety: This position assumes responsibility for the workplace safety of self and co-workers, and for the safety conditions of the work locations, exercise and promotes safe behaviors and show unyielding support of programs, rules and policies regarding safety.

EOE/AA Employer: Dot believes all persons are entitled to equal employment opportunities. Dot will not discriminate against its employees or applicants for employment because of sex, race, color, religion, national origin, age, sexual orientation, disability, or veteran status or other basic classes protected by applicable federal or state law provided they are qualified for employment or for existing positions.