

# E-Commerce & Digital Marketing Specialist -- Golf Products

## Responsabilități

### HOW YOU WILL MAKE AN IMPACT

- Manage product listings, pricing, and promotions across online marketplaces (Amazon, Google Shopping, company website, etc.).
- Ensure product information, descriptions, and images are accurate, up-to-date, and optimized for search visibility (SEO).
- Monitor and report on e-commerce sales performance, providing insights and recommendations for growth.
- Assist in executing digital marketing campaigns, promotions, and content strategies to drive online sales.
- Support cross-sell and upsell initiatives to enhance customer engagement and maximize revenue.
- Track advertising and marketing campaign effectiveness across digital platforms.
- Identify opportunities to streamline processes and improve operational efficiency.
- Monitor customer reviews and feedback, identifying opportunities for improvement in products or services.
- Conduct market research to identify trends, customer behavior, and competitive positioning.
- Manage social media accounts, engage with followers, and respond to inquiries.



Job ID  
**REF810910**

Domeniul de activitate  
**Auburn Hills**

Nivelul de Leadership  
**Leading Self**

Flexibilitatea programului de lucru  
**Hybrid Job**

Persoană juridică  
**ContiTech USA, Inc.**

## Cerințe

### WHAT YOU BRING TO THE ROLE

- Bachelor's degree in business, marketing, communications, or a related field
- 2+ years of Golf-Related experience in e-commerce, digital marketing, online sales, and digital marketing. Including SEO, PPC, social media management, and customer service
- Strong Knowledge in e-commerce platforms such as Amazon Seller Central, Shopify, and Google Shopping
- Basic understanding of digital advertising and online merchandising
- Proficient in Microsoft TEAMS, Microsoft Excel and Google Analytics
- Strong attention to detail and organizational skills.
- Experience in customer service or support, with the ability to handle inquiries, resolve issues, and ensure customer satisfaction.
- Ability to collaborate with multiple teams and manage competing priorities.
- Excellent communication and customer service skills.
- Experience working with B2B and B2C sales models.
- Knowledge of email marketing, social media advertising, or paid search campaigns.
- Understanding inventory management and order fulfillment

processes.

- Understanding of A/B testing, conversion optimization, and e-commerce analytics
- Basic HTML and CSS knowledge for website updates

#### **ADDITIONAL WAYS TO STAND OUT**

- 5+ years of Golf-Related experience in e-commerce, digital marketing, online sales, digital marketing,
- Knowledge of graphic design tools (e.g., InDesign and other tools Adobe Creative Suite).
- Experienced with SAP

**Legal authorization to work in the U.S. is required. We will not sponsor individuals for employment visas now or in the future for this job posting. No Relocation is provided for this role.**

#### **Oferta noastră**

The PERKS

#### **WHY YOU SHOULD APPLY**

- Immediate Benefits
- Paid Time Off
- Tuition & Employee Discounts
- Annual Bonus
- Employer 401(k) Match

And more benefits that come with working for a global industry leader!

#### **EEO-Statement:**

EEO / AA / Disabled / Protected Veteran Employer. Continental offers equal employment opportunities to all qualified individuals, without regard to unlawful consideration to race, color, sex, sexual orientation, gender identity, age, religion, national origin, disability, veteran status, or any other status protected by applicable law. In addition, as a federal contractor, Continental complies with government regulations, including affirmative action responsibilities, where they apply. To be considered, you must apply for a specific position for which Continental has a current posted job opening. Qualifying applications will be considered only for the specific opening(s) to which you apply. If you would like to be considered for additional or future job openings, we encourage you to reapply for other opportunities as they become available. Further, Continental provides reasonable accommodations to qualified individuals with a disability. If you need assistance in the application process, please reply to [Careers@conti-na.com](mailto:Careers@conti-na.com) or contact US Recruiting at 248.393.5566. This telephone line and email address are reserved solely for job seekers with disabilities requesting accessibility assistance or an accommodation in the job application process. Please

do not call about the status of your job application, if you do not require accessibility assistance or an accommodation. Messages left for other purposes, such as following up on an application or non-disability related technical issues, will not receive a call back.

Ready to drive with Continental? Take the first step and fill in the online application.

## **Despre noi**

We would like to introduce to you ContiTech Surface Solutions' latest innovation, the BAL.ON Smart Kit - a smart insole for golf.

The BAL.ON team is revolutionizing the way golfers improve their swing and improve their game with pressure-sensing technologies. Our highly diversified team of engineers, copywriters, programmers, marketers and golf professionals At BAL.ON worked together and created a product and brand that represent Continental's values.

Our technologies. Your solutions. Powered by the passion of our people