



Director of Ecommerce

About BGZ brands

Visit [BGZ brands](#) for more Company information.

BGZ brands is a leader in device protection and is experiencing tremendous growth. We are looking for a standout Director of Ecommerce who shares our passion to provide the best products and the best service in the industry. Every member of our team plays a major role in our success, which we believe is very rewarding. Located near Thanksgiving Point in Lehi, we work hard and we play hard at BGZ brands.

About the Position

Responsible for the online channel across all three brands — [BodyGuardz](#), [Lander](#), [MOXYO](#). Oversees the planning, strategy, and execution of all digital campaigns. This includes promotional campaigns, digital marketing, marketplaces, conversion rate optimization, user experience, and data analysis.

Directs consistency in branding and messaging. Responsible for creating and executing ecommerce strategy, goals, forecasts, and budget. Reviews changes to the online marketplace and industry, and adjusts strategy accordingly. Manages the ecommerce team.

Ideal Experience

- 5+ years managing an ecommerce channel
- Expertise in ecommerce best practices, as well as experience utilizing and implementing sophisticated tools
- Proven history of evaluating the financial aspects of ecommerce, such as budgets, forecasts, expenditures, along with return-on-investment and profit-loss projections
- Track record of success in growing a brand's ecommerce channel
- Proven leadership of large ecommerce projects
- Passionate about data and analytics
- IT knowledge, preferably with Magento
- Confidence in utilizing creative design to optimize user experience
- Demonstrated ability to increase productivity and continuously improve methods, approaches, and departmental contributions
- Experience in and passionate about consumer electronics industry
- Ability to lead and inspire in an environment of rapid change
- Strong market research skills
- Experience with Amazon and growing presence on various marketplaces



- Deep knowledge and experience in current digital marketing channels, including social, PPC, SEO, affiliate programs, display campaigns, and email marketing
- Directing the hiring, training, and performance evaluations of ecommerce team, as well as overseeing their daily activities
- Experience taking a brand and team to enterprise level
- Ability to step back, see the big picture, and act accordingly
- Experience with the following tools a plus — Amazon Seller Central, Emarsys, Netsuite, Magento

Culture Fit

- Passionate about ecommerce developments and strategies
- Sound qualitative and quantitative analytical skills
- Desire to work in an intense, committed environment with a talented growth company
- Effective interpersonal skills with ability to work alongside and lead a team
- Strong sense of attention to detail, reliability, consistency and dedication
- Dynamic communication skills – verbal and written

CANDIDATE NEED NOT HAVE ALL OF THE ABOVE EXPERIENCE TO BE CONSIDERED FOR THE POSITION.