

American Oxygen – eCommerce Specialist

Overview

Responsible for managing and optimizing online sales platforms, primarily through WordPress and WooCommerce. This role combines technical proficiency, analytical thinking, and creativity to maintain product listings, improve user experience, drive sales, and support digital marketing initiatives.

Responsibilities

- Manage and update products, pricing, and promotions in WordPress/WooCommerce.
- Oversee product listings, categories, SEO optimization, and inventory accuracy.
- Create and optimize digital assets using Canva and manage store visuals.
- Coordinate online campaigns, track performance metrics, and generate reports.
- Maintain integration with payment gateways and ensure seamless checkout experiences.
- Collaborate with marketing and operations teams to align online content with sales goals.
- Analyze traffic and sales data through Google Analytics and prepare actionable insights.

Requirements

- Proven experience in WordPress and WooCommerce management.
- Strong understanding of eCommerce fundamentals, SEO, and content structure.
- Proficiency with Google Workspace (Docs, Sheets, Drive) and familiarity with Canva.
- Excellent attention to detail, organization, and analytical skills.
- Ability to manage multiple priorities in a fast-paced, growth-oriented environment.

Preferred Qualifications

- Experience with online advertising tools (Google Ads, Meta Ads Manager).
- Knowledge of medical or industrial product markets is a plus.

Benefits

- Competitive pay at market rates
- Flexible working environment
- Paid vacation and growth opportunities

How to Apply

Send your résumé and a brief cover letter to careers@american-oxygen.com with the subject line 'eCommerce Specialist – [Your Name]'.