

About Oak & Acorn:

OAK & ACORN threads eco-fabrics, historic storytelling & social impact with innovative fashion. Sustainability is the ethos of our brand. The genderless, luxury denim pays homage to the untold history of the Indigenous American and the enslaved African's contributions that have shaped American manufacturing and denim.

About the Job:

We are looking for an agile, analytical, and highly organized individual to join our small team as a Digital Manager reporting directly to the Founder. The ideal candidate has at least 5 years of experience working in a multi-disciplinary capacity at an ecommerce for a lifestyle brand or at a digital agency focused on ecommerce projects. This job is equal parts creative and analytical and will be a great opportunity to expand your skillset.

This position will have a significant role in shaping overall brand strategy and be responsible for the execution of conversion rate optimization projects to grow the online business.

Key Responsibilities:

- Point person for day-to-day site maintenance
- Build and update ecommerce dashboards (weekly, monthly, quarterly basis)
- Analyze the effectiveness of ecommerce activities and site enhancements and provide actionable insights
- Maintain, analyze, and recommend enhancements for email marketing initiatives
- Research customer-first initiatives to grow site engagement
- Support seamless customer experience through clear communication of product and company policies to Customer Care
- Develop tools to quickly and efficiently address customer queries in coordination with Customer Care
- Basic support for social media activities on popular platforms (Instagram, Facebook, TikTok)
- Ideate engaging site content and contribute to the execution process

Qualifications:

- At least 5 years of experience in ecommerce
- Experience building and executing email marketing strategy
- Exceptional organizational and project management skills
- Deep experience with Shopify Plus, Google Analytics
- Strong knowledge of Microsoft Excel
- Experience with social media platforms
- Basic experience with Photoshop
- Proficiency analyzing and interpreting data
- Goal driven and productive with high degree of initiative and self-motivation
- Startup experience a plus