

Web Marketing Specialist

About the Job



Description:

'Best Places to Work 2008' by *the Dayton Business Journal*

For 25 years **Lastar, Inc.** has been supplying the computer, networking, audio/video, medical and OEM industries with connectivity solutions that provide our customers unprecedented commitment to quality and customer service. While you may know us best as **Cables To Go**, our mission has never changed - provide our customers with the solutions they need, when they need them, at a price point that makes sense.

Due to continuous growth, we are seeking a Web Marketing Specialist for our intergalactic headquarters in Moraine, Ohio. This position will devise and execute a web marketing strategy to drive online U.S. revenue. Incumbent will be responsible for: the creation of original web site content, maximizing SEM/SEO potential, e-mail marketing, enhancing web usability, marketing experimentation via A-B testing, penetration of social media to build brand awareness, use of web 2.0 methodologies, and having a holistic approach to understanding/serving the web customer's needs.

Major Duties and Responsibilities:

- Collaborate with Sr. Manager of E-Commerce and Electronic Marketing to create a strategic web marketing plan to boost web site sales and enhance overall company sales
- Initiate the creation of supplementary web content to improve product information, provide value-add for web site visitors regardless of their purchase habits, and increase web site's footprint in organic search engine listings
- Work closely with the Web SEM coordinator to maximize profitability from Google, Yahoo, MSN SEM, and to explore other opportunities to gain further exposure from our SEM efforts
- Lead web site SEO in creating effective page titles, metatags, and URL rewrites for all web pages. Explore other methods to enhance our organic search engine presence for maximum visibility in Google/Yahoo/MSN and other organic search engines
- Manage, improve, and regularly update transactional email, plus generate biweekly promotional email

- Use Coremetrics and other tools to analyze web site usability, and track/enhance such metrics
- Coordinate and conduct statistically significant A-B tests to improve web site usability and increase sales
- Other departmental duties as assigned

Knowledge, Skills and Experience:

- 4-5 years of experience in Web Marketing and search engine optimization
- Intermediate to advanced knowledge of HTML and search engine optimization basics, trends, and best practices
- Intermediate knowledge of Microsoft Project or other project management software, Adobe Photoshop, and Microsoft Paint
- Bachelor's degree in Marketing, Communications, similar field, or equivalent experience. Master's degree in related field preferred

Requirements:

If you have the experience above and feel you are qualified for this position, please send a resume and salary history to:

Human Resources

Lastar, Inc.

3555 Kettering Blvd.

Moraine, OH, 45439.

You may also fax your resume to (937) 496-2657 or email it to hr@lastar.com

Lastar Inc. is proud to be an equal opportunity employer.