

# BAUM UND PFERDGARTEN

BAUM UND PFERDGARTEN IS A COPENHAGEN-BASED FASHION HOUSE ESTABLISHED IN 1999. THE BRAND NAME INTERPLAYS THE SURNAMES OF THE FOUNDING CREATIVE DIRECTORS RIKKE BAUMGARTEN AND HELLE HESTEHAVE.

COLLECTIONS ARE AVAILABLE TO SHOP IN BAUM UND PFERDGARTEN'S COPENHAGEN FLAGSHIP STORE, ONLINE AT [BAUMUNDPFERDGARTEN.COM](http://BAUMUNDPFERDGARTEN.COM), AND IN SELECTED DEPARTMENT STORES AND RETAILERS WORLDWIDE.

## E—COMMERCE MANAGER

We are looking for an Ecommerce Manager with passion for driving online growth and maximizing digital opportunities. You should thrive in a dynamic, result-driven environment with focus on implementing effective digital strategies promoting presence and revenue.

### Job overview

As an Ecommerce Manager, you will be offered a steep learning curve and play a crucial role in driving our online presence and revenue. You will be responsible for optimizing our ecommerce platforms, implementing effective digital strategies, enhance online conversion rate and lead CRO projects.

### Key Responsibilities:

- Develop and execute comprehensive ecommerce strategies to drive traffic and sales
- Manage and optimize our ecommerce platforms, including website maintenance, merchandising and product listings
- Structure an overall ecommerce calendar with seasonal campaigns and new collection launches making sure that campaign is aligned across all channels
- Collaborate with cross-teams to ensure alignment with seasonal campaigns and overall business goals and objectives
- Communicate and collaborate with digital agency making sure to hand over campaign materials, monitor and challenge performance within the area of paid media and SEO
- Conduct monthly KPI reports making sure that overall traffic and revenue related KPIs are achieved
- Execute on digital CRO projects and other UX related tasks based on conducted analysis

### Qualifications:

- Bachelor's degree in Marketing, Business Administration, or related field
- Proven experience in ecommerce, digital marketing, and website optimization
- Proficiency in ecommerce platforms such as Shopify and digital marketing tools (e.g., Google Analytics, Google Ads, Meta Ads Manager).
- Strong analytical skills with the ability to interpret data and make data driven decisions
- Excellent communication and cross collaboration skills
- Passion for ecommerce and staying up-to-date with industry trends and best practices

Please send your resume and cover letter to [job@baumundpferdgarten.com](mailto:job@baumundpferdgarten.com) with the subject line "Ecommerce Manager". Your cover letter should outline your qualifications and why you think you are the perfect fit for this role.