



## E-Commerce Analyst

### About Reboot with Joe

Founded by Joe Cross after the phenomenal success of his documentary Fat, Sick & Nearly Dead, Reboot with Joe is a health and wellness company that offers community, content, services and tools to support, educate, and inspire individuals to lose weight, and improve their health and vitality by incorporating juicing and a plant-based diet into their daily lives.

Job Title:	E-Commerce Analyst
Reports to:	Director of E-commerce

### Position Summary

Reboot with Joe is looking for a highly motivated & resourceful individual to assist in growing our revenue across three categories: products and services (e.g. books, online weight loss programs, mobile apps), advertising, and affiliate sales. The ideal candidate has a strong quantitative background and is a self-starter, taking initiative to identify new areas for growth and improvement.

**Essential job functions** (Duties include but are not limited to the following):

- Develop new pay-per-click advertising campaigns to grow online store sales and mobile app installs (e.g. paid search, social media, display, video).
- Analyze customer behavior and develop new strategies to increase conversion on our store.
- Maximize yield of our advertising inventory on our content site (from ad networks and in-house products)
- Forecast and report on sales of products and services. Analyze effectiveness of marketing efforts and referral sources.
- Seek out new channels, partnerships, and opportunities for revenue growth
- Ad-hoc analysis

### Requirements

- A college degree
- 1-3 years related experience
- Excellent analytical, quantitative, and prioritization skills
- Proficient with Microsoft Excel (pivot tables, vlookups)
- Familiarity with web analytics tools like Google Analytics
- Interest in and passion for nutrition, food, health and wellness (a plus)
- Knowledge of Shopify and/or DoubleClick for Publishers (a plus)

Work will be performed in our NYC office. We offer a competitive salary and benefits package, including health, dental and vision insurance. We also offer flexibility to work remotely (one day a week).

Please include a cover letter describing why you are interested in this position, as well as your salary requirements. Please email resume and cover letter to [careers@rebootwithjoe.com](mailto:careers@rebootwithjoe.com).