

Job Description: E-commerce Marketplace Specialist

Company: Santoki, LLC

Location: Auburn Hills, Michigan (Corporate Office)

Position Type: Full-Time

About Santoki

Santoki, LLC is an authorized U.S. distributor of LEGO® branded LED lights, stationery, and accessories. As we expand our digital footprint, we are seeking a dedicated E-commerce Marketplace Specialist to grow our presence on Walmart Marketplace, Amazon.com, and Target.com.

Job Summary

The **E-commerce Marketplace Coordinator** will actively contribute to the day-to-day operations and strategic growth of the Santoki store on Walmart Marketplace, Amazon.com, and Target.com. You will manage listing optimization, assist with promotional planning, and support advertising efforts to drive sales velocity. The ideal candidate is a hands-on, analytical e-commerce professional with foundational experience in Walmart Seller Center, Amazon Seller Central, and Target POL, and a passion for consumer products.

Essential Job Functions

- **Listing Management & Optimization:** Optimize product listings using SEO best practices (titles, descriptions, backend keywords, images) to maximize discoverability.
- **Operational Excellence:** Proactively monitor and report on account health and independently resolve common listing errors or suppression issues.
- **Advertising & Promotions:** Assist with planning and executing **Walmart Connect** and Amazon advertising campaigns (PPC) and manage promotional calendars, particularly around peak seasons (Back-to-School, Holidays).
- **Performance Analytics:** Analyze sales data, conversion rates, and listing quality scores to provide actionable insights for management review.
- **Customer Experience:** Oversee customer feedback, inquiries, and reviews on the platforms to maintain a high seller rating.

Requirements

- 1–3 years of experience in e-commerce marketplace management.

- Minimum 6 months of hands-on experience in Walmart Seller Center, Amazon Seller Central, and Target POL.
- Understanding of e-commerce SEO, keyword research, and data analysis.
- Proficiency in Excel and experience with e-commerce management tools.
- Ability to work independently and manage multiple tasks in a fast-paced environment.
- Excellent written communication skills.
- Bachelor's degree in Marketing, Business, or related field preferred.

What We Offer

- Dental insurance
- Health insurance
- Paid time off
- Vision insurance
- Retirement account – SIMPLE plan with employer contribution

Job Type: Full-time, Monday-Friday

Pay: From \$50,000.00 per year

Work Location: In person

How to Apply

Please submit your resume and a cover letter detailing your experience with Walmart Seller Center, Amazon Seller Central, and Target.