



9049 Tyler Blvd.
Mentor, Ohio 44060
Ph. (440) 974-8888
www.buyersproducts.com

Amazon Advertising and Digital Shelf Specialist

Buyers Products Company, a leading manufacturer in the work truck industry, is seeking a strategic and highly analytical Amazon Advertising and Digital Shelf Coordinator. This role is responsible for driving profitable growth across Amazon through best-in-class retail media execution, content optimization, and marketplace merchandising. This role owns the day-to-day strategy, management, and optimization of Amazon Advertising programs, including Sponsored Products, Sponsored Brands, Sponsored Display, and DSP (where applicable), while also supporting catalog health, content strategy, and account performance initiatives.

The ideal candidate combines deep Amazon marketplace expertise with strong analytical and problem-solving skills. They understand how advertising, content, merchandising, pricing, promotions, and catalog quality work together to improve visibility, conversion, and sales performance. This individual will leverage data, industry trends, and customer insights to continuously optimize Amazon performance and identify growth opportunities across the business.

Key Responsibilities:

Amazon Advertising Strategy & Execution - 60%

- Lead the development, execution, and optimization of Amazon Advertising to maximize traffic, sales, and profitability.
- Manage Sponsored Products, Sponsored Brands, Sponsored Display, and DSP campaigns.
- Build campaign structures aligned to category, keyword, and portfolio strategies.
- Conduct keyword research, harvesting, expansion, and negative keyword management and identify incremental growth opportunities
- Monitor and optimize bids, budgets, placements, and targeting strategies while analyzing campaign performance metrics.
- Manage advertising budget pacing and monthly forecast tracking.

Content Optimization & Digital Merchandising - 20%

- Develop and execute content strategies that improve organic ranking, conversion rate, and customer experience.
- Optimize product titles, bullets, descriptions, backend keywords, and A+ Content.
- Develop SEO-focused content strategies using Amazon search behavior and keyword trends.
- Conduct competitive benchmarking and digital shelf audits.
- Partner with Marketing to develop best-in-class PDP experiences.
- Recommend image enhancements, video opportunities, and content improvements.
- Support new product launches through content readiness and merchandising execution.
- Utilize Amazon Brand Analytics and third-party tools to identify ranking opportunities.

Marketplace Operations & Account Management - 10%

- Ensure Amazon catalog health, listing accuracy, and seamless marketplace operations.
- Monitor suppressed, stranded, and incomplete listings.
- Conduct routine catalog audits to identify content or operational issues.
- Support item setup validation and content syndication processes.
- Monitor Buy Box ownership, pricing compliance, and promotional execution.
- Track account health metrics and escalate issues when necessary.



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Analytics, Insights & Cross-Functional - 10%

- Leverage data to identify growth opportunities and support strategic decision-making.
- Analyze category trends, competitive performance, and share of voice metrics.
- Partner with Sales, Marketing, Product Management, Supply Chain
- Stay current on Amazon platform changes, advertising innovations, and industry best practices.
- Utilize AI and automation tools to improve reporting efficiency and campaign management.

Skills/Experience/Education:

- Bachelor's degree in Marketing, Business, Analytics, Communications, or related field preferred.
- 2-5+ years of experience managing Amazon advertising, Amazon Vendor Central and/or Seller Central
- Experience optimizing Amazon product detail pages and content strategy.
- Experience managing large product catalogs and portfolio-level advertising budgets.
- Experience collaborating across sales, marketing, merchandising, and operations functions.

Physical Requirements and Work Environment:

- Mobility and dexterity to move around office settings including accessing file cabinets or storage and navigating to different workstations.
- Must be able to remain stationary for extended periods of time and engage in some repetitive motion.
- Standing, walking and sitting for extended periods of time.

About Buyers Products Company

Established in 1946, Buyers Products Company has grown to become a leading manufacturer in the work truck industry. Buyers Products specializes in durable truck boxes, heavy duty towing equipment, hydraulics, controls, and all-season trailer accessories. The Buyers line of snow and ice equipment includes SnowDogg® snowplows, SaltDogg® spreaders, and ScoopDogg snow pushers. For more information, or to apply to this position, please visit www.buyersproducts.com.