



Cashmere Group



Digital Marketing & Shopify Developer

South Delhi, Delhi, India · 22 hours ago · 14 applicants

On-site

Full-time

0 of 4 skills match

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About the job

Job Description:

We are seeking a highly motivated and skilled Digital Marketer & Shopify Developer to join our team. This role is a unique blend of digital marketing expertise and Shopify development, enabling you to shape the online presence of our e-commerce business. You will be responsible for developing, optimizing, and managing the Shopify website while also running digital marketing campaigns to drive traffic and sales.

Key Responsibilities:

Shopify Development:

- Design, develop, and customize Shopify websites according to companies requirements.
- Optimize Shopify store performance, ensuring fast load times and a smooth user experience.
- Implement and manage Shopify apps, plugins, and integrations.
- Troubleshoot and resolve issues related to store functionality and performance.
- Customize themes and templates to meet branding and design requirements.
- Ensure proper integration with payment gateways, shipping methods, and third-party tools.

Digital Marketing:

- Plan, execute, and manage digital marketing campaigns, performance marketing including SEO, SEM, email marketing, social media, and paid advertising (Google Ads, Facebook Ads, etc.).
- Develop and implement effective strategies to increase website traffic, user engagement, and conversions.
- Analyze and track campaign performance, providing insights and recommendations for improvement.



- Use analytics tools (e.g., Google Analytics, Shopify Analytics) to monitor the performance of marketing efforts.

Required Skills and Qualifications:

- Proven experience in Shopify development and e-commerce store management.
- Strong knowledge of HTML, CSS, JavaScript, Liquid (Shopify's templating language), and other web development languages.
- Solid experience in managing digital marketing campaigns, including SEO, SEM, and social media marketing.
- Proficiency in Shopify's back-end management, including product listings, order processing, and app integrations.
- Experience with Shopify Plus is a plus.
- Strong proficiency with digital marketing tools (Google Ads, Facebook Ads, Instagram Ads, Google Analytics, SEMrush, MailChimp, etc.).
- Ability to analyze data and metrics to refine strategies and improve performance.
- Ability to work independently and as part of a cross-functional team.