



Web Services Associate | The Icebox - Cool Stuff | Atlanta, GA

The Icebox - Cool Stuff is currently seeking a full-time Web Service Associate to work at its corporate headquarters in Atlanta, GA. The successful candidate for this position will have good mix of technical and creative skills and should have a creative portfolio(*) to demonstrate their abilities.

Primary duties/responsibilities to include but not limited to:

- Conception and creation of user interfaces for web and e-commerce
- Image slicing, optimization and coding of designs for web, e-commerce and email marketing initiatives
- Design and deployment of email marketing campaigns and promotions
- Fax order form and flyer design
- Day to day maintenance of corporate websites, e-commerce sites, blog and social media portals
- Documentation and standards writing
- Create vector artwork for use with print and web promotions
- Analyze, monitor and communicate performance of email initiatives to sales support staff
- Maintain email best practices including browser/client compatibility, appearance of subject lines, use of images etc.
- Monitor and minimize unsubscribe/bounce/complaint rates and ensure spam regulation compliance (e.g. CAN-SPAM)
- Ongoing maintenance and optimization of corporate website to increase traffic and visitor retention

Requirements:

- 3-5 years experience with website development/design in a corporate setting preferred
- 3-5 years graphic design and page layout experience
- Proficiency with the following:
 - Adobe Creative Suite - Dreamweaver, Photoshop, Illustrator, InDesign
 - HTML markup and troubleshooting
 - Mac and Windows platforms, Microsoft Office
 - JavaScript, CSS, HTML, Flash
 - ASP, ASP.net and/or PHP scripting
 - Email Marketing - Constant Contact, MailChimp or similar
 - Social Media - Facebook, Twitter
- Strong eye for user interface/layout with comprehensive working knowledge of composition, color and typography
- Solid oral communication skills/ability to communicate with team and superiors
- Strong organizational skills
- Thorough and highly detail oriented
- Able to handle multiple projects and meet competing deadlines
- Proven ability to interpret design direction



Cool Stuff

Branded Apparel • Promotional Products

- Ability to collaborate with a team or work autonomously
- Keep current with emerging web technologies and provide ideas for improvement of product offerings
- Creative thinker, team player, and problem solver

Personality:

- Determination to meet goals and exceed expectations
- Self-directed and able to handle multiple projects
- Flexible and adaptable to change as the company grows
- Motivated and a self-starter
- Creative and resourceful
- Strong interpersonal skills
- Thick skin/ability to improve with constructive criticism and relish positive feedback
- Sense of humor

Bonus Skills:

- Experience with creating vector artwork and color separations
- Apparel and Promotional Products design experience
- Effective knowledge in SEO
- Print collateral design experience
- Basic website copywriting skills
- SQL/MySQL experience
- CMS experience
- HootSuite

Compensation:

- Commensurate with skill level and experience

(*) Online portfolios preferred.