

Amazon FBA Specialist

Location: Boulder, Colorado | In-Office

Salary: \$80k annually

Who We Are

VanEssential is a growing Boulder-based company creating thoughtfully designed gear that makes van life simpler, more comfortable, and more enjoyable. We're a small, entrepreneurial team where ideas are welcomed, collaboration matters, and everyone has an opportunity to make a meaningful impact.

We value people who take ownership, communicate openly, stay curious, and enjoy being part of a close-knit team. We work hard, but we also believe work should leave room for life and adventure. If you want to help build a growing brand rather than simply work for one, you'll fit right in.

The Role

Think of this as the "digital quarterback" for our Amazon and Shopify presence. You're not just managing listings—you're the champion of our brand's performance. We are looking for an expert who knows the A9 algorithm inside and out, loves digging into data, and thrives on turning challenges into victories. Whether it's decoding competitor moves or optimizing global reach, you're the one steering the ship.

While our engine hums on Amazon FBA, we're scaling our DTC storefront on Shopify to reach more adventurers worldwide. We're looking for a sharp, data-loving, and growth-obsessed Amazon Operator to help us take our global footprint to the next level.

You'll work closely with the company leadership team. Because we're a small and growing company, you'll have meaningful influence over how we evolve our global impact—not just responsibility for executing someone else's plan.

What You'll Own

Approximately 80% of your time will be spent on Global focus:

- **Algorithm Architect:** Master A9/A10 ranking factors to keep our products front and center. You'll obsess over keyword indexing, conversion rate velocity, and review management to ensure our products dominate search results.

- **Market Detective:** Stay one step ahead of the competition. You'll be constantly analyzing market trends, pricing shifts, and competitor strategies to identify and capitalize on every opportunity to outperform.
- **Brand Guardian:** Protect our reputation and listings like they're your own. You'll proactively manage policy compliance, handle account health metrics with precision, and resolve issues before they impact the bottom line.
- **Troubleshooting Pro:** Keep our global catalog in tip-top shape. You'll be the go-to expert for fixing suppressed listings, resolving technical glitches, and navigating complex Amazon Seller Central support cases to keep operations running smoothly including Amazon's brand sanitization policies.
- **Global Explorer:** Navigate the exciting waters of international expansion (UK, EU, and beyond). You'll coordinate everything from VAT compliance and regulatory requirements to localizing product content and strategies for new markets.
- **PPC Strategist:** Own the ad strategy across countries. You'll build and optimize campaigns (SP, SB, SD), manage bids, and analyze performance data to ensure we're scaling profitably and hitting aggressive ACOS/TACOS targets.

Approximately 20% of your time will be spent on Shopify/DTC focus:

- **Multi-Channel Synergy:** Connect the dots between our fulfillment networks. You'll ensure our inventory is perfectly synced across Amazon and Shopify, preventing stockouts and making sure orders arrive like clockwork.
- **Campaign Partner:** You'll work closely with company leadership and our marketing and operations teams to make sure our off-Amazon efforts sync perfectly with our big launches. You'll coordinate promotional calendars, discount codes, and landing pages to ensure a cohesive experience for our customers.

What We're Looking For

- **The Experience:** 4+ years of hands-on experience managing and growing Amazon Seller Central accounts, ideally with annual marketplace revenue of \$5M+. Demonstrated experience with UK and/or EU Amazon marketplaces and familiarity with the operational and regulatory complexities of international selling.
- **The Expertise:** You live and breathe Amazon A9/A10 ranking, keyword strategies, and conversion optimization.

- **The Mindset:** You're competitive, strategic, and resourceful—the type who finds solutions when others see roadblocks. A proactive results-orientated mindset with a commitment to long-term impact who is willing to drive the evolution of the brand with a strong market validation and a compelling growth trajectory.

You enjoy being close to the work. You're comfortable shifting between strategy and execution, collaborating across functions, and helping shape processes as the company grows.

Most importantly, we're looking for someone who takes ownership, stays curious, and gets excited about building something—not simply maintaining it.

- **The Toolkit:** You're a power user of Shopify, Amazon Global Selling, plus tools such as Helium 10, Jungle Scout, Keepa, or similar platforms.

How We Work

We're an entrepreneurial team, which means ideas are welcomed, tested, refined, and sometimes changed quickly. You'll have a voice here and a real opportunity to influence the growth of the business.

We also believe great work doesn't necessarily require being at work five days a week.

Our team generally works 8:30 a.m.–4:30 p.m. Monday through Thursday, and whenever business needs allow, we enjoy flexible Fridays off. Because we're a growing company, there will occasionally be Fridays when work needs our attention, so flexibility goes both ways.

This is an in-office position in Boulder, Colorado. We value working together, solving problems in real time, and building strong relationships as a team.

Compensation

The base salary for this position is \$80,000 annually.

This position is also eligible for a company-wide performance bonus program, with individual goals established collaboratively with executive leadership after hire.

Benefits

We offer:

- Employer-paid Anthem BCBS HSA medical coverage for the employee
- 50% employer-paid dental and vision coverage
- 3% employer 401(k) contribution
- 10 days of accrued PTO
- 6 days of accrued paid sick leave
- Paid birthday off
- Flexible Fridays whenever business needs allow
- Paid company holidays, including Christmas Eve, Christmas Day, New Year's Day, Memorial Day, Independence Day, Labor Day, and Thanksgiving
- Future eligibility for participation in our long-term profit-sharing program

Why VanEssential?

You'll join a small team where your work is visible, your ideas matter, and your decisions can have an immediate impact.

If you know Amazon and E-commerce operations, and like the idea of helping grow a brand built around adventure, we'd love to hear from you.

How to Apply: Send cover letter and resume to careers@vanessential.com

Anticipated application deadline: August 31, 2026