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PR/158363 | Web Optimization Specialist (Fashion Retail)

Job Information

Recruiter
JAC Recruitment Malaysia

Job ID
1512440

Industry
Retail

Job Type
Permanent Full-time

Location
Malaysia

Salary
Negotiable, based on experience

Refreshed
January 22nd, 2025 12:01

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Business Level

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

Our client is a leading MNC in the fashion retail industry. As part of their business expansion, they are looking for an experienced Web Optimization Specialist (Assistant Manager) to improve the performance, user experience and efficiency for their online store/website.

Key Responsibilities:

- Analyzing visitor segments and identifying optimization opportunities.
- Measuring and specifying changes to improve conversion rates, including checkout and sign-up flows.
- Collaborating with Design and Product teams to enhance marketing funnels.
- Setting up analytics to track user interactions throughout the website.
- Working with the wider team to develop site improvements for the company that drive onsite conversion, view product, reduce bounce/drop off rate and add to cart across desktop, mobile and mobile app.

Job Requirements:

- 5+ years of analytics experience, preferably in media/digital or marketing/AdTech
- Proficiency with Google Analytics, Algolia, Heap, PowerBI, Qliksense, or similar tools
- Experience with Optimizely, Google Experiments, or similar testing platforms.
- Expertise in setting up A/B tests, particularly in customer checkout and sign-up flows.
- Ability to create conversion-focused copy.
- Self-motivated, resourceful, and capable of prioritizing multiple projects.

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