PR/158363 | Web Optimization Specialist (Fashion Retail)

募集職種

人材紹介会社
ジェイ エイ シー リクルートメント マレーシア

求人ID
1512440

業種
小売

雇用形態
正社員

勤務地
マレーシア

給与
経験考慮の上、応相談

更新日
2025年01月08日 12:01

応募必要条件

職務経験
3年以上

キャリアレベル
中途経験者レベル

英語レベル
ビジネス会話レベル

日本語レベル
ビジネス会話レベル

最終学歴
短大卒： 準学士号

現在のビザ
日本での就労許可は必要ありません

募集要項

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.

会社説明