

Site Optimization Specialist

(Company Description & Introduction)

Job Summary

Responsible for eCommerce-site optimization; implementing and maintaining customer-centric strategies, on-site tests, and improvements to drive profitable sales. Proactively optimizes the site experience by continuously evaluating sales, conversion, and overall website performance. Directly accountable for site testing, on-site search, product recommendations, and new site features. Consistently collaborating with cross functional partners in Finance, Digital Experience, Analytics, Marketing, and Operations.

Major Areas of Responsibility

- Develops, maintains, and analyzes customer reporting, identifying trends to deliver strategies that drive conversion through a deep understanding of customer behavior analytics.
- Supports conversion planning, identifying historical trends and future business initiatives that would impact conversion plans – highlights these to cross-functional partners to ensure an accurate plan.
- Develops and performs A/B testing roadmap - implement tests and strategies across site, driving traffic through the shopping funnel and fuel incremental conversion.
- Partner with Digital Experience to roll out and maintain new features and projects.
- Drives experience, strategy, and performance of on-site search & SEO, ensuring optimal configuration and improving the customer search experience.
- Manages Product recommendations strategy, performing and testing strategies to ensure relevant and fully optimized results are produced across shopping journey (cross-sells, up-sells).
- Monitor competition, share findings and make recommendations for site promotional opportunities.
- Constantly collaborates across Digital brands finding opportunities to drive business.
- Partners with IT to troubleshoot site & system issues. Solution processes to mitigate issues go forward.

Requirements

- Bachelor's degree or equivalent work experience
- 1+ years' experience in Marketing, eCommerce, or Finance
- Deep understanding of ecommerce & business KPIs; Strong analytical and critical analysis skills

- Experience with Adobe Analytics or Google Analytics and multi-variate testing
- Proficiency using Excel
- Agile and innovative problem solver
- Passion to improve customer experience and brand equity online