

## **CRO Analyst - Marketing**

### Role Summary

The CRO Analyst is responsible for leading conversion optimization, capable of delivering measurable and actionable results across all of the company's digital assets. Constantly focused on the customer and expert in current methods and best conversion practices, it has its focus on increasing ROI

### Responsibilities

- ☑ **Ideate, develop and execute measurable and actionable tests** on the company's various digital assets, to increase **conversion rates** and increase ROI
- ☑ Encourage a **culture of testing** to constantly optimize digital campaigns; collaborate with multi-functional teams to generate and execute new test ideas
- ☑ **Effectively communicate the results and next steps of the tests carried out to the whole organization**
- ☑ **Anticipate customer needs and foster culture of continuous improvement** by prioritizing tests and technology integrations
- ☑ **Manage the entire testing process**, including prioritization, requirements analysis, implementation, measurement and next-step recommendation
- ☑ **Evaluate industry trends, competitive scenario and new technologies to improve the digital experience**
- ☑ **Analyze test results and propose optimizations to achieve goals**
- ☑ **Optimize landing pages**

### Requirements

#### **Work Experience**

- I. Experience in optimizing conversion across different channels
- II. Knowledge of statistical methods and data analysis
- III. Expert knowledge of web analytics concepts and best practices
- IV. Understanding front-end code (HTML, CSS, JavaScript, etc.) to be able to work seamlessly with designers, developers and UX
- V. Ideally has experience in Agile Development and convenience to work on iterative processes

#### **Education**

- I. Marketing or related training (preferred, not exclusive)

#### **Required Skills & competencies**

- I. Analytical, data-driven
- II. Ability to take multiple tasks simultaneously and work with deadlines
- III. Good communication and ability to interact with all levels of the organization including end users and technical resources.
- IV. Great attention to detail
- V. Familiarity with A/B and multivariate tests
- VI. Strategic thinker with a passion for problem solving