

Web Analytics and Omni channel Performance consultant

Role & Responsibilities

- Command strong domain authority within the squad for optimisation of Web Experience to drive digital conversion, increase digital engagement, and accelerate the web optimisation squad's objective.
- Strong command of Web Analytics across Adobe analytics and/or Google Analytics and takes a data driven approach to build business hypothesis to drive digital goal on websites across retail, wealth and affluent segments
- Expertise in MVT, A/B testing, split URL testing techniques to advance knowledge such as automated personalization, targeting using best in class enterprise tools such as Adobe Target, Google Optimise
- Ability to use segment or audience data to create meaning targeted web experience.
- Build relationship with various kind of stakeholders, such as Product, Marketing, Corporate Affairs, etc.
- The proven ability to work under pressure with multiple requests coming in from multiple stakeholders in short period of time.
- Proactively identify and immediately highlight to PO/Management any schedule/dependency issues
- Understanding product planning in an empirical environment.
- Advise and collaborate with Product Owner to maximize value of Product Backlog

Technical expertise

- Adobe analytics or Google 365 especially on design of experiments
 - CRO using Adobe Marketing Cloud especially Adobe Launch. Adobe Analytics, Adobe Target
 - Content Management System
 - Acquisition platforms and origination processes to strengthen SC customer journeys through delivery of capability roadmaps across CMS, DAM, DMP, Analytics, AB Testing, Targeting
 - Excellent stakeholder management and communication skills
 - Ability to work with people from diverse backgrounds, regions and experience and the skill to lead the transformation with stakeholder consensus
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 - Web : www.stratagile.com

ABOUT STRATAGILE

StratAgile is a part of the CHIME Group of Companies (www.chimeplc.com). Chime is an international marketing services group and also partially owned by WPP. Chime is made up of four divisions, 51 companies and over 1,500 people with offices in the UK, France, Germany, Spain, Czech Republic, Russia, USA, Canada, Abu Dhabi, Qatar, South Africa, Japan, Singapore, Hong Kong, Australia and New Zealand. StratAgile is headquartered in Singapore with offices across 7 countries and over 200 people.

