

Product Optimization Manager

Key aspects of the job include

Product catalog optimization

- He/She will be the maximum responsible for all FQ catalogs (6 websites in 6 different languages)
Increase website performance applying effective merchandising activity will be the main responsibility.
He/she will have to work hard in order to optimize them (Product positioning/Prices and Margin) on a daily / weekly basis with the objective to impact on sales and other important company KPI's (CR, ABV...)
- He/she will lead the implementation of all the new catalogs as well.
- His/her responsibilities will include leverage web analytics data and internal reports to identify key opportunities for improvement, generation of the proposals and implementation (via TEST execution, result analysis and validation)

Campaigns catalog management

- He/she will be responsible for FQ campaigns catalogs management as well: Catalog creation + catalog optimization + analysis of the campaign results.
- In a summary drive overall success and growth based on a new FQ high performing sales optimization program.

Experience and Skills

- Bachelor's Degree
- 3+ years of experience in a similar position with proven results +3 years of experience as a data analyst
- Excellent analytic, organizational, project management and time management skills
- Analytical Skills: capable of work with large amounts of data. You will need to see through the data and analyze it to find conclusions.
- Critical Thinking: Must look at the numbers, trends, and data and come to new conclusions based on the findings.
- Ability to understand margin sensitivities and performance levers.
- Ability to monitor A/B test results and use the necessary tools to gain insights
- Ability to analyze the website to identify areas of weakness and offer solutions.
- Self-motivated professional with strong work ethic and passion for your work
- Attention to detail, ability to think creatively, and identify and resolve problems
- Ability to effectively multi-task and align work and commercial strategy to business objectives
- Communication Skills: present findings, or translate the data into an understandable document. You will need to write and speak clearly, easily communicating complex ideas.
- Researching industries and geographies to understand business contexts.
- Advanced skills in Microsoft Excel and google analytics