Our innovative and growing company is searching for experienced candidates for the position of conversion analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for conversion analyst

- Support marketing campaigns and lead optimization
- Monitor and own results reporting and forecasting for lead generation
- Optimize drive to web landing page experience to deliver engaging customer journey online to increase conversion and capture leads
- Lead drive to phone strategy and launch new initiatives in partnership with Inbound Card Sales team
- Manage drive to web and drive to phone setup and execution
- Through product mapping and interview processes, gathers forms and data files from customer and assesses requirements for software utilization and discusses any software customization requirements with programming team
- Creates data maps and transaction workflow documents showing exactly how each and every field of information will be converted and shares data maps with others as appropriate to ensure successful conversion
- As part of the conversion process, tests customized software against customer specific needs, shares with customer reports and application specific data that reflects how conversion data will be processed and gets customer to formally accept software changes in preparation for conversion
- During a readiness review, has customer run test scripts to verify accuracy of data and reports ensuring customer data is correct and ready for actual conversion
- Partners with local organization to understand the nature and the services provided behind conversion costs and shares the responsibility to provide

Qualifications for conversion analyst

- Bachelor's degree in technical discipline, business communications, computer science or three years of work-related experience
- 3+ years' experience performing conversion analysis services in the financial industry
- Experience with financial industry audit requirements
- Strong organizational and interpersonal skills including follow-up and attention to detail
- Strong application knowledge - Microsoft Office products, web training tools (WebEx), and structured query language (SQL)
- Ability to support multiple projects concurrently in XRoads' fast-paced environment