



Example of Manager, Optimization Job Description

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Our growing company is hiring for a manager, optimization. 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 manager, optimization

- Manage execution of individual campaigns across variety of marketing channels (email, SEM, trade show, social)
- Work collaboratively with other legal business units to coordinate and optimize marketing investments
- Champion cutting edge approaches to testing and optimization
- Visualization of new and existing projects or campaigns to make client deliverables more insightful and efficient
- Mentor on expertise and knowledge gained on data and/or channels to educate/onboard other analysts
- Cross/Work Stream Project lead responsible for ensuring project is collaborative and team is on track with hitting key milestones
- Daily tactical optimization of MTV Snapchat Discover and MTV News written and video content
- Analysis of competitive channels/sites
- Maintaining and prioritizing a roadmap of content hypotheses, experiments and results
- Conducting optimization tests and establishing benchmarks either directly or in collaboration with the editorial / data science and research teams

Qualifications for manager, optimization

- Strong documentation skills and strong knowledge of the MS Office suite of

- MS Excel – ability/aptitude to learn/create complex spreadsheets using advanced formulas (V-lookups, IF statements)
- BA/BS preferred or equivalent worked related experience
- 5-7 years technology sales management in a high-volume inside sales environment
- 3+ years' experience in web-focused, customer-centric marketing role(s), such as optimization, user research, web marketing, web product management, etc in either a B2B (preferred) or B2C environment