

Growth Specialist

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Company: Jeeny

Location: Karachi Division

Category: other-general

Choosing in accordance with the other departments which metrics/KPIs (Key Performance Indicators) to focus on for supply and demand. Bringing traditional, creative and new ideas how to grow those KPIs. A/B testing implementation for continuous improvements. Analyzing the data and passengers and drivers' behaviour & feedback. Exchanging ideas/data/feedback with other departments (Product, marketing, top management) in order to present results and make the product more Passenger/Driver-centric. Understanding conversion rate optimization (CRO) principles and hacks and being able to apply CRO hacks to any businesses. Working with the AARRR Metrics Diagram (Acquisition – Activation – Retention – Referral - Revenue). Prioritizing internal and 3rd party growth channels. Optimizing channels in order to always improve the performance of ones business. Scaling and Automating the growth processes. Knowledgeable about referral marketing and being able to create viral growth by harnessing creative communications, marketplace discounts and technology. QUALIFICATIONS Being data-driven: clear understanding of data, analytics, metrics and statistics. Being social and understanding users' behavior. Having great customer relations skills and being focus on customer experience. Willing to learn. A/B Testing and Data Analytics experience. Courage to pivot processes with agility. Knowledge about both inbound and outbound marketing. Being performance and results-oriented. Being curious and creative. Being relentless in pursuit of growth. WHAT WE OFFER

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