

Growth Hacker / Business Analyst

Duties:

- Transforming data into insightful and easy to interpret marketing action
- Collaborate with channel-specific marketing teammates (content blogging, email, social media... etc.) to identify areas for growth
- Test and optimize marketing tactics for customer acquisition (e.g. online advertising, direct mail, out of home, affiliate) and conversion rate optimization
- Develop and implement front-end web code where appropriate to launch interactive tools and apps benefiting the marketing team's goals
- Conduct and present competitive analyses and market research
- Propose creative new projects, from building tools and apps that attract prospects and convert leads to testing new approaches to capturing existing demand
- Analyse, recommend and lead the implementation of improvement initiatives
- Keep abreast with the latest trends and changes in UI/UX and digital marketing
- Develop a strong understanding of customers, our products and the buyer's journey;

Education and Qualifications:

University graduate with major in Business Information System / Electronic / Computer Engineering / Computer Studies or relevant disciplines

Working Experience:

- 2+ years of digital marketing/growth hacking experience
- Proven track record of managing all aspects of a successful product throughout its lifecycle
- Hands-on experience with web analytics and A/B testing tools
- Previous experiences on eCommerce and Big Data development is preferred but not a must

Special Skills:

- Experiences with digital marketing tactics, including Facebook/Google Ad, social media advertising, email marketing, content marketing, online display media... etc.
- Experience with CRM Automation tools
- In-depth knowledge of SEO factors and key algorithm updates
- Applicable knowledge of HTML5, CSS3, JavaScript, and jQuery
- Domain expertise in UI/UX best practices
- Outstanding analytical and problem-solving skills
- High standards of excellence and attention to detail

Working hours:

(9:00-18:00) and 5 days work

Working location:

Production Centre of Shaw studio, 201 Wan Po Road, Tseung Kwan O, Kowloon

Contact Person:

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