



Triumph is one of the world's largest intimate apparel companies. It enjoys a presence in over 120 countries with the core brands Triumph® and sloggi®. Globally, the company serves 40,000 wholesale customers and sells its products in 3,600 controlled points of sale as well as via several own online shops. The Triumph Group is a member of the Business Social Compliance Initiative (BSCI).

Learn more about Triumph on:

[www.triumph.com](http://www.triumph.com)

[www.linkedin.com/company/triumph-international/](https://www.linkedin.com/company/triumph-international/)

Our E-Commerce Department at the HQ in Bad Zurzach (Switzerland) is looking immediately for a motivated

## **Conversion Rate Optimization Specialist (f/m) (100%)**

Reporting to the Head of Online Marketing E-Commerce, this role is meant for a curious, data-driven, and creative individual who can enhance our team's skillset by creating A/B tests and analyzing our A/B test data. This individual will be critical in supporting our CRO efforts and in taking our test analysis to the next level!

### **Roles & Responsibilities:**

- Create and analyze A/B tests to identify trends and patterns in the data
- Utilize tools such as Google Optimize, Microsoft Clarity, and Contentsquare
- Ability thoroughly analyze user behavior and data through our marketing funnel
- Serve as a subject matter expert in our e-commerce A/B test data
- Monitor tests during the testing periods to ensure data is being accurately collected and reported
- Use quantitative and qualitative analysis skills to recommend on-site changes based on test data
- Partner with marketers, data analysts, content managers, merchandisers, designers and developers to translate data insights into smarter decisions and applications

### **Your ideal profile:**

- You own a bachelor's degree with a focus in Data Science, Computer Science, Marketing, Business, Economics, or related fields required, MBA is a plus
- You have 3- 4 years of hands-on A/B testing / data analysis / digital performance marketing experience
- Bachelor's degree with a focus in Data Science, Computer Science, Marketing, Business, Economics, or related fields required, MBA is a plus
- 1-2 years of hands-on research/data analysis experience
- Proven ability to design A/B test scenarios
- Possess an instinctive drive and curiosity for quantitative and qualitative data analysis
- Results driven, curious, and loves working with data
- Experience in digital marketing and/or e-commerce content creation
- General knowledge of conversion rate optimization and A/B testing



- Strong analytical skill set
- Fluent English is a must have, German is a plus
- Excellent communication and presentation skills and the ability to tell a complete story using data to a variety of audiences
- Work independently as well as collaboratively as a member of a high-performing team
- Strong relationship management and organizational skills
- Driven, motivated, curious, familiar with the basics of e-commerce and digital marketing

**Our Benefits:**

- You will have an opportunity to work for a market leader
- You will join an international and multicultural working environment
- You will have the opportunity of development in the Fashion industry
- You will enjoy discount cards for Triumph and sloggi stores
- You will benefit from the hybrid working policy of the company

Triumph Group is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.

If you are seeking a great opportunity to develop your career, please send us your application letter, CV in English and expected salary range by clicking on Apply.