



## OPTIMISATION CONSULTANT DACH

### AB TASTY

AB Tasty is the French market leader for A/B & MVT testing as well as the customisation of content and user experience. We are a young and dynamic team who are passionate about delivering great performance, high efficiency and entrepreneurial innovation. You'll enjoy a relaxed working atmosphere working with many clients in media, e-commerce and lead generation such as Axa, Allianz, Conrad, Cartier, France TV, Etam, Kreditech, Bouygues Telecom, Photobox and many more.

### JOB DESCRIPTION

AB Tasty's Consultants team is a strategic division, delivering first class service that helps our Key Accounts to drive and grow revenue across digital marketing campaigns. In close cooperation with the client the *Optimisation Consultant DACH* will be responsible for defining, implementing and managing projects to increase conversion rates, improve user experience and generate new leads. The consultant will work very closely with clients, regular meetings, reporting and ongoing strategy development. Furthermore the consultant will work together with the sales team on pre-sale activities, sales pitches and proof of concepts.

- Operational and methodological training for (new) key accounts
- Help clients to create and implement their testing and personalisation campaigns
- Identify and analyse new optimisation opportunities from reading analytics data
- Develop a strategy to improve the user experience on a client website
- Create and maintain an excellent relationship with existing clients to ensure their loyalty
- Answering questions via phone and email to ensure overall customer satisfaction
- Help the sales team with the onboarding of new clients (POCs, technical support)

### OUR IDEAL CANDIDATE

You should be passionate about e-commerce, digital marketing and new technologies. You can work independently, have excellent people skills and the capacity to build strong relationships with clients and your future team. You relish working in a rapidly changing environment and increasing your knowledge every day.

- University degree in Business, IT or Marketing
- Minimum of 1-2 years' working experience in an related field
- Excellent communication skills (both verbal and written) in German + English or French
- Analytical thinker who is able to translate complex data into profitable marketing plans
- Frequently challenging yourself to learn more about new web technologies –
- Basic knowledge of HTML, JS, CSS is a real plus
- Likes to share ideas and will find ways to positively impact the team through innovation
- Strong interpersonal skills: energetic, enthusiastic, self-motivated
- Previous experience of using testing, personalisation or analytics tools would be advantageous

### SALARY AND BENEFITS

- Fixed and variable salary
- You will be mentored to develop your coding skills to create amazing value for our customers
- You will become an AB Tasty specialist able to demonstrate the value of testing and personalisation
- Working in an international team will strengthen your inter-cultural skills
- You will receive a training in our headquarter in the heart of Paris
- Location: Cologne, Germany

Please send a cover letter (including salary requirement) and a CV to [cornelia@abtasty.com](mailto:cornelia@abtasty.com)