



Job Title: Conversion Rate Optimization (CRO) Specialist

Job Summary:

We're seeking a highly analytical and creative **CRO Specialist** to join our eCommerce team. Your goal will be to **maximize conversions, reduce bounce rates, and improve user journeys** across our eCommerce platforms through data-driven A/B testing, heatmaps, user behavior analysis, and more.

Key Responsibilities :

- Analyze user behavior on eCommerce websites using tools like Google Analytics, Hotjar, or Crazy Egg.
- Identify bottlenecks in the conversion funnel and propose data-backed solutions.
- Plan, execute, and evaluate A/B, multivariate, and split testing campaigns.
- Collaborate with designers, developers, marketers, and content creators to implement and track conversion strategies.
- Use data insights to improve landing pages, product pages, CTAs, checkout flows, and more.
- Report on CRO campaign performance and continuously refine strategies based on outcomes.
- Stay updated with the latest UX/CRO best practices and eCommerce trends.

Required Skills and Qualifications :

- Preferably IT background / Computer Engineering
- 2–4 years of proven experience in CRO, preferably in the **eCommerce domain**.
- Bachelor's degree in Marketing, Business, Statistics, Psychology, or related field.
- Certification in Google Analytics or CRO tools (preferred).
- Strong knowledge of **Google Analytics, Google Optimize, Hotjar, VWO**, or similar tools.
- Expertise in **A/B testing** methodologies and performance tracking.
- Solid understanding of **UI/UX principles** and **eCommerce user behavior**.
- Experience with **eCommerce platforms** like Shopify, WooCommerce, Magento, or custom-built stores.
- Basic knowledge of **HTML/CSS** and working with development teams.
- Analytical mindset with strong communication skills.

Work Location: Surat (Onsite Only)

How to Apply:

- Email your resume to hr@dynamicdreamz.com.
- Use "Conversion Rate Optimization (CRO) Specialist– [Your Full Name]" as the subject line.