**247tickets Traffic Acquisition & Analytics Executive**

We are looking for an exceptional and ambitious individual to join our team as Traffic Acquisition and Analytics Executive.

Located in Shanghai, this role will be responsible for helping to drive the strategic vision and tactical execution of online marketing for 247tickets.com

You will work closely with the Traffic Acquisition and Analytics Manager, and be responsible for helping to execute effective online marketing tactics, customer acquisition, expand existing online marketing campaigns and back everything up with analytics and data.

This is a tremendous opportunity to become part of a fast-moving start-up with big plans in the near future.

Responsibilities:

* Help to execute high-quality high-scale traffic acquisition opportunities
* Help to execute our user acquisition strategy to gain new engaged users
* Increase conversion rates for SEO/SEM
* Work closely with cross-functional teams (tech, product, marketing) to align traffic acquisition strategies with the goals and objectives of the overall business
* Develop and monitor metrics, and provide weekly channel reporting to management as well as deep-dive analytics to uncover strategic insights and action plans
* Conduct formal A/B testing plans to optimize campaigns and channels
* Stay abreast of the competitive landscape and develop new initiatives.
* Develop and foster exceptional relationships with partners across the events and experience market in Shanghai

Our Ideal Candidate:

* A results-oriented, online marketing lover who thrives on identifying and executing large business opportunities
* 1+ years of work experience in online marketing, online advertising, traffic acquisition, and marketing analytics.
* Highly analytical and detail oriented
* Data geek who wants to learn more
* Should be self-motivated and able to work effectively in an autonomous environment, proactive and persistent.
* Ability to communicate effectively, both orally and in writing with strong organizational skills and attention to detail.
* High level proficiency in excel and an advocate of using data to make business decisions, build business cases and support campaign optimizations
* Ability to work well with many types of people across multiple global offices.
* Comfortable with multi-tasking in a very fast-paced work environment.
* Experience in e-commerce industry is a plus.
* Google analytics & Adwords certified

Other qualities we value in a candidate:

* Openness to change and new information
* Ability to collaborate with others, build trusting relationships and deliver projects on time and within budget
* Capacity to understand and utilize the key performance metrics relevant to role
* Ability to express facts and ideas in a clear, convincing and organized manner
* Ability to take direction, effectively lead projects and motivate others to achieve goals

If you’re interested in the role please contact cw@247tickets.com