

United States Jobs Expertini®

Senior CX Analyst

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Company: Bankrate

Location: New York

Category: other-general

Red Ventures is seeking an experienced Senior Consumer Experience Associate to join one of our Bankrate team. As a Senior Associate of Consumer Experience, you'll work with RV business leaders and drive the operations of one of our brands through iterative experience optimization, deep diving into visitor behavior and performance, and driving the creation of new features and tools that enhance the customer experience and drive additional revenue.*This role requires working Monday - Thursday onsite at our Fort Mill, SC Headquarters (South Charlotte) and from home (remote) on Fridays. What You'll Do: Develop and implement testing initiatives and product features. Develop actionable insights and define KPIs to measure success. Analyze their performance against core KPIs that align with the broader business goals. Develop and implement testing initiatives and product features and report on performance of core KPIs (or some variation of reporting here since this will be a large part of the role). Synthesize data into actionable insights to optimize existing experiences or create new experiences that align with broader business goals. Manage the development of user-centric features & flows to help streamline the customer experience and drive additional value to the business. Operate as an owner of the site, using data and a deep understanding of our users to identify areas to optimize, troubleshoot functionality, and work with others to develop solutions that enhance the experience and performance of the site. Work directly with Engineers and Creative teams to define features and create a site experience roadmap to bring your ideas to life. Communicate timelines, goals, and performance to diverse audiences, including engineers, content writers, digital designers, fellow analysts, and senior leaders. What We're Looking

For:3+ years of experience as a Digital Operations Analyst, Product Analyst, or Business analyst with hands-on data analysis experience to pull strategic insightsProficient in SQL (Required at Sr Associate level), BigQuery or DataGrip (preferred); can weave together data from multiple relational databases.Ability to operate and execute with a high degree of autonomyDemonstrated ability to synthesize data into actionable insights and communicate recommendations to leadership.Proficient with Google Analytics, Adobe analytics or another segmentation platform; can segment data and analyze performance based on meaningful differences between user groups.Strong level of accountability and ability to communicate across functional teams to drive priorities, anticipate pitfalls, and raise issues before they become project blockersStrong bias towards action by demonstrating initiative to move projects forward independently, asking questions as the need arises and leveraging resources availableExcellent organizational and communication skills.Passionate about understanding customer behavior and improving the quality of interactions.Compensation: Cash compensation range: \$90,000-\$162,500**Note actual salary is based on geographic location, qualifications, and experience.Additionally, the following benefits are provided by Red Ventures, subject to eligibility requirementsHealth Insurance Coverage (medical, dental, and vision)Life InsuranceShort and Long-Term Disability InsuranceFlexible Spending AccountsPaid Time OffHoliday Pay401(k) with matchEmployee Assistance ProgramPaid Parental Bonding Benefit ProgramWho We Are:Founded in 2000, Red Ventures is a portfolio of growing digital businesses that bring consumers and brands together through integrated e-commerce, strategic partnerships and many proprietary brands including Bankrate, AllConnect.com and Reviews.com. Headquartered south of Charlotte, NC, Red Ventures has over 3000 employees in offices across the US, as well as London and Sao Paulo. For more information, visit <https://redventures.com> and follow @RedVentures on social platforms.We offer competitive salaries and a comprehensive benefits program for full-time employees, including medical, dental and vision coverage, paid time off, life insurance, disability coverage, employee assistance program, 401(k) plan and a paid parental leave program.Red Ventures is an equal opportunity employer that does not discriminate against any employee or applicant because of race, creed, color, religion, gender, sexual orientation, gender identity/expression, national origin, disability, age, genetic information, veteran status, marital status, pregnancy or any other basis protected by law. Employment at Red Ventures is based solely on a person's merit and qualifications.We are committed to providing equal employment opportunities to qualified individuals with disabilities. This

includes providing reasonable accommodation where appropriate. Should you require a reasonable accommodation to apply or participate in the job application or interview process, please contact accommodation@redventures.com. If you are based in California, we encourage you to read this important information for California residents linked here.

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