

# United States Jobs Expertini®

## VP, Digital Commerce - Mobile and Online Banking Cross-Sell

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Company: Citi

Location: New York

Category: business-and-financial-operations

### Responsibilities

Define and lead the end-to-end Post Login digital sales strategy across Lending, Retail or Wealth products.

Lead and own the scorecard KPIs that Citi will use to drive existing customer cross-sell and define end-state success, lead with a Performance Marketing mindset.

Lead digitalmerce scorecard, funnel KPIs while ensuring customer experience and deliver breakthrough levels of performance against a Product line.

Partner with US Consumer Marketing, US Consumer Analytics, US Consumer Digital, US Consumer Product teams to drive core KPIs, Digital Experience Innovation and act as a Digital SME for New Product launches/enhancements.

Lead and execute Test & Learn (CRO) ideas while championing an always on 'Test & Learn' mindset.

Leverage robust research, analytics, and data-driven insights to develop and progress digital and marketing roadmaps, tailor client experiences, drive full-funnel productivity, and drive higher client engagement. Partner with US Consumer Analytics to define always-on, real-time dashboards that enable rapid opportunity identification and action.

Partner with US Consumer Digital to develop and refine product roadmaps that accelerate digital cross-sell, drive personalization and engagement, and create

experiences that drive repeat and loyal buyers of Citi's products and solutions.

Maintain a close partnership and high level of synergy with technology, operations, and risk partners among others to progress overall objectives.

#### Qualifications

7+ years of experience in Financial services or Fintech leading strategy and execution, with demonstrable and measurable results.

Deep knowledge of Digital Sales Funnel, Adobe Analytics, Digital tagging, Web, and Mobile merchandizing strategy enabling end-2-end horizontal customer journey.

Deep knowledge of Adobe Target enabling Test & Learn in Post Login journey, thereby leading with a Performance Marketing mindset.

Understanding of Consumer Banking products, passion around emerging technologies and how they will change consumer experiences.

Demonstrated sound business judgment, analytical acumen, consumer-centric mindset and communication skills.

Seasoned, passionate, and mission-driven digital, marketing and analytics professional with a demonstrated ability to develop a vision, drive and manage the execution of that vision, and deliver top-tier results.

#### Education

Bachelor's degree required in Business, Marketing or a related field; Master's degree preferred.

Adobe certified professional preferred

This job description provides a high-level review of the types of work performed. Other job-related duties may be assigned as required.

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#### **Job Family Group:**

Marketing

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**Job Family:**

Marketing Program Management

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**Time Type:**

Full time

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**Primary Location:**

New York New York United States

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**Primary Location Full Time Salary Range:**

\$129, - \$194,

In addition to salary, Citi's offerings may also include, for eligible employees, discretionary and formulaic incentive and retention awards. Citi offerspetitive employee benefits, including: medical, dental & vision coverage; 401(k); life, accident, and disability insurance; and wellness programs. Citi also offers paid time off packages, including planned time off (vacation), unplanned time off (sick leave), and paid holidays. For additional information regarding Citi employee benefits, please visit [citibenefits](#). Available offerings may vary by jurisdiction, job level, and date of hire.

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**Anticipated Posting Close Date:**

Apr 17, 2024

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Citi is an equal opportunity and affirmative action employer.

Qualified applicants will receive consideration without regard to their race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.

Citigroup Inc. and its subsidiaries (Citi) invite all qualified interested applicants to apply for career opportunities. If you are a person with a disability and need a reasonable accommodation to use our search tools and/or apply for a career opportunity review **Accessibility at Citi**. Job ID 24717865

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