

## Digital Merchandiser

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Company: Majid Al Futiam

Location: Dubai

Category: sales-and-related

The job posting is outdated and position may be filled. Meet and exceed the financial targets of online trading business.

- Maximize customer experience and sales by utilizing trends, data and analytics to provide personalized experience and product recommendations
- Plan new Brand/collection launches with the Account Management team.
- Provide improved customer navigation and drive engagement, increase session times and conversion.
- Present the product pool in the best possible way to maximize site conversion and revenue.
- Identify slow performers and compile an action plan with corrective measures.
- Identify new enhancements to the site based on best practices and new arising technologies in the digital world.
- Be sale and brand focused whilst constantly mindful of the necessity to be cost sensitive.
- Be the custodian of online merchandising standards, in compliance with the overall Marketing & Communications guidelines.
- Develop and contribute new ideas / initiatives to drive sale and conversions to the website through visual merchandising.

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