Want to get away? Here are 8 travel companies that are hiring A/B testing experts in January 2020

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Leigh Kinnell

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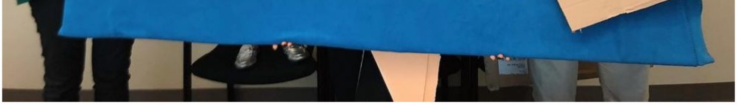
A new year always holds the promise of new challenges, experiences and opportunities.

As one of the largest service industries in the world, and one that's dependent on digital technology to move people from place to place, the travel industry offers a huge opportunity for optimization professionals to make an impact. A/B testing makes an appearance in each of these open roles at leading travel and hospitality companies. Read on to check them out.

Alaska Airlines – Commercial Analytics Team Lead – Seattle, WA

Alaska AIRLINES
#iFlyAlaska because...
SEATTLE CHOCOLATES
PARTNERS a tasteful cracker
OLIVE OIL & SEA SALT
Signature Fruit and Cheese Platter



The Commercial Analytics Team Lead – Research and Development is a subject matter expert in advanced modeling and/or forecasting at Alaska Airlines and Horizon Air. This role works on exciting projects that push the business forward, creates reporting and analysis and maintains existing processes.

As an individual contributor, this lead role exercises considerable judgment to make decisions to tackle complex data analysis problems and projects. One of your key duties will be to promote a high-performance culture by motivating team members through mentoring and training.

Full Job Description

United Airlines – Senior Analyst, Digital Insights – Chicago, IL

The primary responsibility of the Digital Insights and Optimization team at United Airlines is to understand how their customers interact with United's digital channels and proactively drive thorough analyses that result in actionable insights.

As a Senior Analyst, Digital Insights at United Airlines, you should know and love working with business intelligence tools. You should be comfortable accessing and working with large datasets from multiple sources, and passionately partners with digital product owners to identify strategic opportunities and deliver results.

Full Job Description

Brian Dobmeier
@UnitedBrian_

Incredible team building in the form of rock climbing today in Colorado Springs! @united co-workers pushing each other out of our comfort zones! #BeingUnited

4:43 PM · Aug 21, 2019

18
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United Airlines – Senior Analyst, Personalization – Chicago, IL

United Airlines' purpose is to unite the world by connecting people to the moments that matter most. This drives them to be the best airline for their customers and employees. In this role, you will create and communicate leading-edge solutions to United customers across all digital channels. If you believe you can increase customer engagement with your mix of business, analytical, and organizational skills, apply today!

Full Job Description

Loungebuddy – Sr. UX Researcher – San Francisco, CA

LoungeBuddy's mission is to elevate customers' airport experience by making it a memorable chapter of their journey by focusing on enabling travelers to discover, book, and access airport lounges worldwide. As the Sr. UX Researcher, you will have the freedom, ownership, and speed of a startup with the backing, support, and resources of American Express.

Their ideal candidate will have experience scoping and leading qualitative research and will be familiar with a variety of methodologies. You should also be proficient in synthesizing research findings and leading a team through those sessions. Additionally, they're looking for a creative storyteller who is passionate about telling compelling human stories using writing, visuals, and verbal communication.

Full Job Description

Hertz – Digital Content Specialist – Estero, FL

As Hertz' Digital Content Specialist, you will own the eCommerce Marketing department's strategic digital content plan and digital KPIs. They're looking for someone who is able to keep their brand audiences actively engaged with quality content and creative, and contribute internally to the growth of their overall content strategy through new and existing initiatives.

The qualified candidate will have 3-5 years of experience with copywriting, digital marketing, content strategy and execution as well as an extensive understanding of Content, Blog, and SEO principles, best practices, and cross-industry trends.

Full Job Description

Hilton – Manager, Enterprise Digital Brand Marketing -McLean, VA or Dallas, TX

As Manager, Enterprise Digital Brand Marketing at Hilton, you'll be focused on curating an outstanding customer experience on their global homepage, app, and other high-traffic pages and microsites.

In this role, you'll report directly to the Director, Enterprise & Honors Digital Brand Marketing, and will be responsible for using on-site and app capabilities to ensure a cohesive digital consumer experience that reinforces outbound brand marketing messages. This role requires you to work collaboratively with other teams including digital product, experience design, and supporting agency teams.

Full Job Description

ResortPass – Performance Marketing Manager – Santa Monica, CA

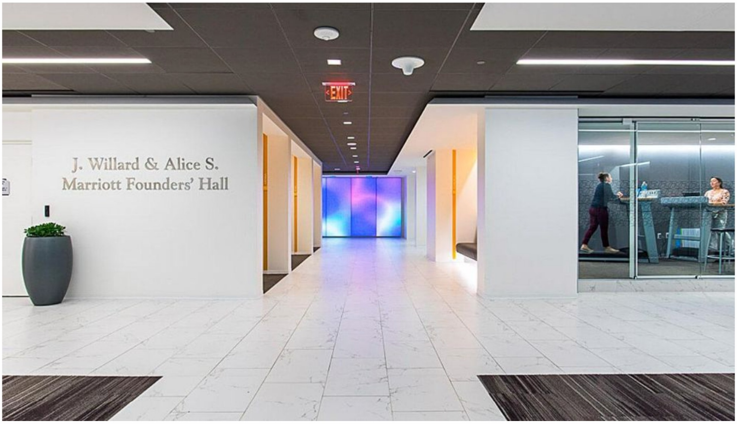
File this one away under cool startup ideas. ResortPass is a fast-growing startup on a mission to offer a new leisure experience through its innovative booking platform. For savvy locals and travelers alike, they offer exclusive access to luxury hotels worldwide for the pool, spa, fitness, and amenities–without needing to book a room.

The company is hiring a performance marketing manager to oversee the strategy, execution, optimization, and analysis of all paid channels. Duties include:

- Managing the acquisition funnel across a portfolio of online and offline marketing channels (Paid Social, Paid Search, Retargeting, Affiliates, Display, Mobile, Podcasts, etc.)
- Creating and implementing strategy, execution, optimization, and analysis of all acquisition-focused marketing programs
- Improving efficiency by leveraging data and analytics tools to understand and optimize campaign performance
- Assisting with conversion rate optimization efforts by driving iterative improvements to the digital site experience

Full Job Description

Marriott – Sr. Manager, Data Science Partner – Bethesda, MD



Marriott International is the world's largest hotel company and is looking to fill a role in their Customer Experience organization at their headquarters in Bethesda, MD.

The Sr Manager, Data Science Partner – Digital is part of a broader team of business and data analysts who are responsible for providing data-driven insights and recommendations in support of Marriott's customer-centric strategies and initiatives. If you know Adobe Target and Adobe Analytics, SQL, R, Python or other languages to manipulate and shape large data sets–you got this!

Full Job Description

Expedia – Senior Analytics Manager – Bellevue, WA

#BUILTBYGIRLS

Expedia is seeking an experienced conversion optimization and A/B testing Analytics Manager to join the Product Analytics team for their corporate travel product, Egencia.

In this role, you will manage the design, execution, and analysis of Egencia's testing program; Develop relevant test success metrics beyond conversion; drive improvements for their A/B testing platform capabilities, and strengthen the test and learn culture by coaching other analytics members and training stakeholders.

Full Job Description

Categories

A/B Testing,Careers,Travel & Hospitality,Travel

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