



Head of Funnel & CRO IEHFC021

Own the conversion system. Own the experiments. Own the revenue growth.

Words from the CEO: [BRD Holding Team, Growth, and Culture](#)

Job Snapshot

Clicks don't generate revenue.

Funnels do.

This role exists to own our entire conversion system—from funnel strategy and direct-response copywriting to experimentation, optimization, and funnel economics.

You're accountable for improving the numbers that matter: **Conversion Rate (CVR)**, **Average Order Value (AOV)**, and **Revenue Per Visitor (RPV)**.

If our funnels perform better every month, you win.

If they stagnate, you own finding out why—and fixing it.

About the Company

We're a fast-growing **direct-to-consumer pet eCommerce brand** on a mission to help pet owners improve the health and happiness of their dogs through high-quality products and exceptional customer experiences.

Our growth is driven by direct-response marketing, rapid experimentation, and data-backed decision-making. We believe sustainable growth comes from continuously improving every stage of the customer journey—not from relying on guesswork or one-time wins.

We don't celebrate shipping more landing pages or running more A/B tests.

We care about measurable improvements to conversion economics.

That means every hypothesis, every page, every experiment, and every piece of copy must earn its place by moving revenue.

The Role Overview

This role exists to own the entire funnel optimization function end-to-end so that every stage of the customer journey converts more effectively over time.

You'll lead funnel strategy, write high-converting direct-response copy, prioritize CRO experiments, analyze results with statistical rigor, and manage the execution team responsible for bringing tests live.

You're not simply improving pages.

You're improving the economics of the business.

Responsibilities (Outcome-Based)

You will be accountable for:

- Owning the CRO roadmap across every funnel and continuously identifying the highest-leverage opportunities to improve conversion.
- Writing persuasive, data-driven funnel copy—including advertorials, landing pages, sales pages, upsells, and downsells—especially during the early stages of the function.
- Designing, prioritizing, launching, and analyzing CRO experiments using structured hypotheses and statistically sound decision-making.
- Managing the Funnel execution team (Designer and Web Developer) to ensure experiments launch accurately, on time, and with clean tracking.
- Monitoring funnel performance daily, identifying conversion bottlenecks, and improving CVR, AOV, and Revenue Per Visitor month after month.
- Building systems, documentation, and testing processes that allow the CRO function to scale without relying on tribal knowledge.
- Collaborating closely with Media Buying, Creative Strategy, Customer Success, and Leadership so insights flow across the entire marketing engine.

This is ownership—not simply running tests or writing copy.

What Success Looks Like

You're succeeding in this role when:

- Funnel Conversion Rate improves consistently month over month.
- Average Order Value and Revenue Per Visitor trend upward across key funnels.

- Every experiment has a documented hypothesis, learning, and clear business outcome.
 - Winning funnel structures and messaging are systematically expanded and scaled.
 - The CRO roadmap is always filled with high-impact opportunities rather than low-value tweaks.
 - Leadership has complete confidence in the testing process and understands exactly why performance is improving.
 - The funnel team executes efficiently without constant oversight.
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Required Experience

Seniority Level: Senior

This role requires strategic thinking, exceptional direct-response copywriting, strong analytical capability, and proven leadership.

You'll likely have:

- Extensive experience leading Conversion Rate Optimization or funnel strategy for direct-response brands.
 - Exceptional direct-response copywriting ability across sales pages, advertorials, VSL funnels, and upsells.
 - Strong understanding of A/B testing methodology, statistical significance, and experiment design.
 - Experience improving funnel economics through structured testing—not isolated design changes.
 - Experience managing designers, developers, or cross-functional execution teams.
 - Deep understanding of customer psychology, persuasion, and conversion architecture.
 - Confidence making independent decisions backed by data rather than opinions.
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Tools / Environment

You'll regularly work across:

- Funnel builders and landing page platforms
- Analytics and reporting dashboards
- Heatmaps and session recording software
- A/B testing platforms
- CRM and marketing automation tools
- Project management and documentation systems (Notion, ClickUp, etc.)

Specific software matters less than your ability to improve conversion performance.

Work Environment

- Fast-paced
- Performance-driven
- Highly autonomous
- Data-first decision making
- Direct-response marketing culture
- High ownership with minimal bureaucracy

You'll have significant freedom—but equally significant accountability.

Compensation & Benefits

- **Monthly Compensation: \$5,000–\$9,000 per month**, based on the candidate's experience and skill set.
 - Performance-based growth opportunities
 - Benefits discussed during the interview process
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Hiring Process

1. Application Review
2. Initial Interview
3. Practical Funnel & CRO Assessment
4. Final Interview
5. Offer

We value speed, clarity, and mutual fit throughout the process.

Who Thrives Here

You'll thrive if you:

- Think like a funnel economist—not just a marketer.

- Love turning customer psychology into measurable revenue.
 - Naturally question assumptions and validate ideas with data.
 - Enjoy writing copy as much as analyzing experiments.
 - Take complete ownership of business outcomes.
 - Build systems instead of repeatedly solving the same problems.
 - Care more about improving metrics than defending opinions.
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Who Will Struggle

This role isn't a fit if you:

- Prefer execution without ownership.
 - Rely on intuition instead of testing and evidence.
 - Want to specialize only in copywriting or only in strategy.
 - Need constant direction or approval.
 - Avoid accountability when performance stalls.
 - Measure success by activity instead of business impact.
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Application CTA

If you're excited to own the entire conversion system, improve funnel economics, and build a world-class CRO function that directly drives revenue—

👉 **Apply here:** <https://forms.gle/iqNC6GR7T8so7Pbk7>

We're not hiring someone to run experiments.

We're hiring the person responsible for making our funnels convert better every month—and knowing exactly why they do.

Please note: Due to the volume of applications received, only shortlisted candidates will be contacted.