

Position: Digital Solution Analyst

Work Location: Pune

Qualification: Engineering (Any Stream)

About DeltaX

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally buy, track, attribute and report ad campaigns across search, social media, display RTB, Mobile, Video and other media channels. Founded in 2012, the platform serves as the pioneer in the Advertising Technology Industry. The cutting edge technology has empowered digital marketing teams across the globe with deep insights, automated ROI based spends optimization, activating award winning technology - driven campaigns.

About Digital Solution Analyst

DeltaX is looking for problem solvers who can think outside the box to join its Digital Solutions team.

As a Digital Solution Analyst - you will work for growth teams, digital marketing teams and clients teams on a day to day basis. You must be someone who is curious and enthusiastic about new technologies and can communicate effectively.

This is a high paced evolving role which requires agility.

The day to day responsibilities shall encompass:

- Working with Growth team, campaign management teams and client teams
- Plan, strategize and execute digital media campaigns (e.g. pay-per-click, search engine marketing, paid inclusion and other pay-for-performance marketing)
- Own the project end to end and ensure that we're providing the best support
- Review the requirements, identifying how it's supported, taking a consultative approach in helping partners overcome issues and achieve goals
- Coordinate with the internal teams where needed to ensure deliverables are on time
- Support the growth team on any prospect client demo calls and presentations as required
- Serve as the point of contact for assigned accounts. Build trust and rapport while identifying areas of opportunity, highlighting best practices and documenting them
- Identify opportunities to improve campaigns ROI
- To partner closely with the product development, sales and technical account management teams and drive platform innovation and capture market opportunity
- Deliver comprehensive campaign analytics including but not always limited to paid search insights (may also include organic search, other paid media formats, website, social, mobile, qualitative, secondary data, etc.)
- To actively build relationships with clients and client partners
- Ability to understand the client's business goals to anticipate future needs and help determine the ideal solutions

- Elevate to the roles of Digital Solution Architect in a year on successful goals and KPI achievement

What you'll need to succeed in the role:

- Engineering Graduate from top tier college with keen interest in Digital Marketing
- Ability to multi-task and should be self-driven and proactive in nature
- Comfortable working across multiple departments in a deadline-driven environment
- Strong verbal and written communication
- Excellent analytical, organizational, strategic planning and project management skills
- Must be able to thrive in a fast paced environment and be motivated to take on new challenges
- Active team player, self-starter and a multitasker who can quickly adjust prioritize
- Demonstrate an ability to take initiatives and work independently as well as in a team environment
- Willingness to learn, adapt and grow
- Strong Aptitude and must be good with numbers and logic
- Basic Excel and Presentation skills

Hiring Process:

- Assessment Test
- Interview Rounds
- Offer letter