Glow25

(Senior) Conversion & Product Analyst (all genders)

Germany · **8 hours ago** · 39 people clicked apply

Responses managed off LinkedIn

Remote · Full-time · Mid-Senior level

7 of 10 skills match your profile - you may be a good fit

Curious where you stand? See how you compare to 39 others who clicked apply. Retry Premium for €0

Apply ⧉   **Save**

Did you apply?

Let us know, and we'll help you track your application.

Yes   **No**
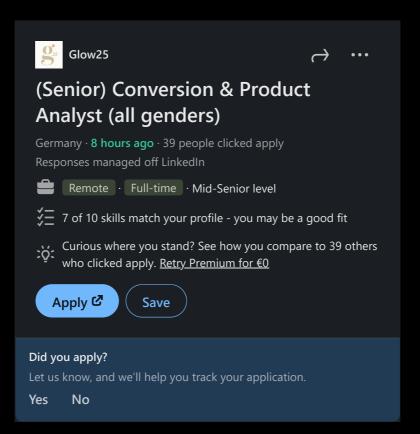
People you can reach out to

Nadine Schmitz · 3rd

Psychology Student at University of Bonn | Customer Experience Application Admin at Glow25 | Intern at Praxis Dr. Tamboga & Kollegen

School alum from Rheinische Friedrich-Wilhelms-Universität Bonn

Message

About the job

Welcome to Glow25!

We are a dynamic, fast-growing Beauty & Pro-Aging company based in Berlin – with a heartfelt mission: **creating glow moments.** For our customers, for our team, for everyone who wants to feel comfortable in their skin and let their inner beauty shine.

For us, work is more than just productivity – it should inspire, excite, and bring joy. And this is where you come in! We are growing fast and are looking for smart, empathetic people who are eager to build something special with us.

Join Glow25 and become part of a vision that redefines beauty. We can't wait to meet you!

These Are Our Current Challenges And Future Goals

At Glow25, we're looking for a **Conversion & Product Analyst** to join our central analytics team and help us deeply understand how users interact with our websites. You'll support Product Managers and the Marketing team by driving insight generation, owning our conversion tracking setup, and enabling high-quality decision-making through data.

This role blends strong analytical thinking with solid technical skills. You'll work across the full data stack - from setting up tracking to delivering insights - and play a key role in shaping how we measure and improve the customer journey.

This Is Where We Need Your Support

- Partner with Product and Marketing: Work closely with Product Managers and Marketers to define success metrics, evaluate experiments, and generate actionable insights.
- Build and Maintain the Funnel: Own a sophisticated conversion funnel setup that connects user behavior across platforms and channels.
- Campaign Analysis: Help the Marketing team understand campaign performance, user acquisition quality, and channel effectiveness.
- Tracking & Instrumentation: Contribute to event tracking design, including server-side tracking, to ensure reliable and privacy-compliant data collection.
- Data Modeling & Engineering: Use SQL and Google Dataform to model clean, usable datasets that power dashboards and ad-hoc analysis.
- Proactive Analysis: Identify trends, user behaviors, and opportunities for product or marketing improvement - without always being asked.
- Enable Self-Serve: Help build a culture of data access by creating clear documentation, training materials, and intuitive self-service data sets in Metabase.

You Have The Following Experience

- Proficiency in English is required
- You have 2+ years in analytics or data roles, ideally across both product and marketing analytics.
- Proven skills in event tracking (client-side and server-side), product instrumentation, and campaign analysis.
- Strong command of SQL and Python.
- Familiarity with tools like dbt, Dataform, GTM and GA4.
- Experience working with cloud data warehouses like BigQuery.
- Comfortable navigating ambiguity and independently driving clarity.
- Demonstrated sense of ownership and proactive problem-solving skills.

That's Something You Can Look Forward To

- Flexible working hours and time tracking.

- Unlimited access to the latest courses on tech, business, leadership, and mental/physical well-being through your Udemy account.
- Top-notch equipment rented through Grover and conveniently delivered to your home.
- A generous 40% discount on our entire range in the shop.
- 30 days of vacation + the option to take up to 10 days of unpaid leave – because sometimes you just need a little break.
- Company health insurance that covers additional services worth up to €600 per year (e.g., vision aids, dental cleanings, etc.).
- Glow Card: With your prepaid credit card, you can shop at selected providers in your area. Each month, you'll receive €50, giving you an annual bonus of €600!
- After passing your probation period, we offer a company pension plan with an annual contribution of at least €600. And here's the best part: if you contribute to the plan yourself, we'll add an extra 20% on top.

Yay! You've made it this far!

But there's one more thing we want to say: **Don't hesitate!** Especially if you're a woman, or from an underrepresented group. Even if you don't check every box, we want to encourage you to apply anyway. We believe that a diverse range of perspectives and experiences makes a team stronger – and the stronger our team is, the better we can fulfil our mission of helping people bring more energy into their daily lives.

See less ⌃

Set alert for similar jobs

Off ⊘

Senior Product Analyst, Germany

Benefits found in job post
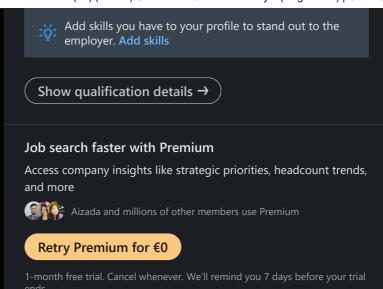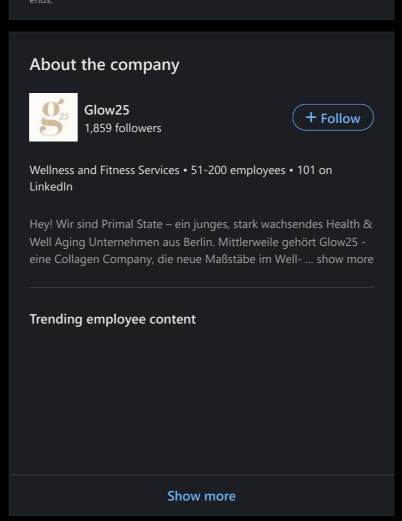
- Medical insurance
- Pension plan

Qualifications

7 of 10 skills match your profile - you may be a good fit

Skills associated with the job post
Identified by LinkedIn
Analytical Skills · Analytics · Dashboards · English · Marketing
Analytics · Problem Solving · SQL · Business Insights · Campaign…

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About the company

Glow25
1,859 followers

+ Follow

Wellness and Fitness Services • 51-200 employees • 101 on LinkedIn

Hey! Wir sind Primal State – ein junges, stark wachsendes Health & Well Aging Unternehmen aus Berlin. Mittlerweile gehört Glow25 - eine Collagen Company, die neue Maßstäbe im Well- ... show more

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Senior Business Analyst (all genders) 🛡️

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SD Worx Deutschland

Berlin, Germany (Remote)

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AutoStore™

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m2TALENTS

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Germany (Remote)

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Senior Business Analyst

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