**Digital Analyst**

PivotalAnalytics

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Austin, TX 78705

Company Overview:

PivotalAnalytics is an analytics and data strategy agency, born from financial and marketing analytics. We are a unique blend of fiscally responsible and creative analysts with a passion for problem solving through data analytics. We love using data to solve problems and find new opportunities. Our analysts are not cube-dwelling data crunchers, they are communicators that take the complexity out of the data to provide insights that map back to the challenge at hand.

Job Summary:

We are looking to add a full-time web analyst to support the rapid growth in our business. The analyst will work closely with our clients in a fast-paced work environment managing the day-to-day analytics needs and looking for areas of opportunity. The ideal candidate will have a strong web analytics and business analysis background. **Prior interactive agency experience is a plus** .

Position Qualifications:

* Bachelor's degree in a business, finance, math, technical field or related discipline preferred.
* 1 - 3 years of experience in data reporting, analysis, and forecasting.
* Proficiency with Web Analytics tools (Adobe Analytics Suite, Core Metrics, Google Analytics, or another well-known web analytics toolset) is required.
* Google Analytics and Tag Manager experience is a plus.
* Strong analytic, quantitative, and data interpretation skills.
* Demonstrated ability of critical and creative thinking: desire and ability to constantly expand one's technical and business knowledge.
* Advanced understanding of online conversion techniques, conversion funnels, A/B testing, and multivariable testing.
* Experience analyzing results for online marketing campaigns, such as paid Search / PPC, email, and social.
* Experience defining requirements for new functions or features with web analytics, tracking and tagging.
* Proficiency in Excel and data visualization, Tableau is a plus.
* Proficiency with database applications is a plus.
* Excellent verbal and written communication.
* Ability to work independently and be self-motivated with a high degree of intellectual curiosity.
* Strong analytical and problem solving skills; able to develop and use structured approaches to identify root causes and recommend solutions.
* Quantitative ability, including experience gathering and manipulating data from multiple sources
* Flexible, including ability to adapt quickly to changing priorities; capable of operating in a highly seasonal, high transaction environment.
* Project management skills: can manage multiple projects simultaneously to meet deadlines. Experience with Project management software a plus.