Data Analyst (Marketing)

Qualifications

- You have experience handling large sets of data within multiple systems to develop custom reports,
- You are familiar with building and maintaining key analytical frameworks and problem-solving approaches,
- Finally, you are an expert at synthesizing findings into actionable recommendations in presentations,
- Advanced data exploration and analysis skills,
- Highly proficient in Tableau desktop or similar data visualization tool (ability to perform complex calculations, parameters, LOD expressions, etc),
- Highly proficient SQL skills: Proficient in writing complex SQL queries to extract, manipulate, and analyze data,
- Familiarity with marketing practices, marketing KPIs, marketing analytics,
- Highly proficient in Excel / Google Sheets,
- Ability to derive actionable insights from data and effectively guide decision-making, communicating in a comprehensible way across various levels of our organization,
- Experienced with data storytelling using tools such as Google Slides or Powerpoint; Excellent written and oral communication skills,
- Passion for data, and analysis; comfortable working with large data sets,
- Strong problem solving skills,
- Detail-oriented with strong time management skills,
- Ability to work independently while prioritizing multiple projects and tasks in a fast-paced and unstructured environment,
- Comfortable taking the initiative to develop solutions for unstructured problems and communicate the results to key internal customers,
- Experience working with cross-functional stakeholders,
- Experience partnering with and presenting to executive-level team members; strong interpersonal skills,

Responsibilities

- The Marketing Analyst will be responsible for retrieving, analyzing and summarizing business, operations, customer and/or economic data in order to develop business intelligence, optimize effectiveness and/or predict business outcomes,
- Hey will identify, analyze, and interpret trends or patterns and prepare ongoing reports and data visualizations (e.g., charts, dashboards, heat maps) in order to support business decisions,
- As part of the Marketing Analytics team, you will work closely with key marketing and sales partners to define metrics that matter and measure business performance a,
- Understand business goals, define important metrics (KPIs), and provide insights and reporting on how marketing programs (campaigns, events, digital, etc.) are performing,
- Interpret data to identify trends, patterns, insights, and recommendations to support data-driven decision making,
- Develop and maintain analytics frameworks to provide insights to internal customers,

Proactively support ad-hoc requests to provide partners with intelligent insight to the health of the business,

Contribute to development of custom reporting frameworks to incorporate new data inputs, including new products and calculated metrics

Job Description

Requirements

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• Salesforce and Tableau certification a plus,

• Data Build Tool (dbt) experience a plus,

• Marketing and/or Sales Strategy Analytics experience a plus,

• Enterprise (B2B) marketing experience a plus,

• Salesforce experience and product knowledge a plus,

• 2+ years of analytics experience (Marketing Analytics or Sales Strategy preferred)

What the job involves

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