

Marketing Data Analyst

Austin, TX

Marketing / Remote

Our client is looking for an experienced analytics professional to join their growing Marketing team as a Marketing Data Analyst. As a key member of the team, you will be responsible for uncovering growth opportunities, monitoring and reporting on key metrics, and ultimately help create a data driven culture within the team.

As part of the team, you will deliver analysis and insights that will educate and influence optimizations and business decision-making. You'll measure the success of the website and marketing channels to make recommendations about how to iterate and improve performance.

While you spike in analytics and analysis, you should have some knowledge of growth marketing and ecommerce to help make strategic business decisions.

This role is remote and will report to the Chief Marketing Officer.

This is NOT a full time role at RSU. This is a full time, in house role for our client. Company details and name will be given to those that are selected for a first round interview

Specific responsibilities:

- Be the key knowledgebase of marketing and ecommerce data across web analytics, channel platform data, and our the first party data platforms.

- Develop, build and automate reports/dashboards across properties that provide insights and recommendations for growth opportunities (i.e. conversion analysis, performance marketing, engagement, traffic).
- Support online A/B testing efforts through data reporting and statistical analysis to drive actionable insights.
- Partner with development teams to design, develop, manage, and publish required GTM/GA tagging.
- Execute ad-hoc requests for deep dive analyses of business performance to uncover opportunities for the team. This could include analysis on retention/crm, website conversion rate, paid media spend, and more.
- Work alongside key stakeholders to deliver case studies/metrics recaps around the success of our campaigns and promotions.
- Support KPIs and forecasting to support desired business targets.

What you'll need:

- Minimum of 3-5 years of experience analyzing performance through web analytics platforms and first party data.
- Proficient with web analytics tools including Google Analytics (GA4), Google Tag Manager, Google Data Studio, Heap, or like tools.
- SQL proficiency a huge plus
- A proactive mindset with strong project management skills
- Able to multitask in a fast-paced environment with changing priorities
- Excellent oral and written presentation skills

