



Business/Data Analyst, Web, Digital, Ecommerce Marketing

Coolidge St, Hudson, MA, USA

Full-time

Company Description

Nested Bean Inc. is one of the fastest growing e-commerce startups in the baby products industry. We are a sleep and wellness brand with a mission to help new families put their baby's sleep challenges to rest.

Our award winning, innovative Zen Sleepwear applies touch-simulation technology, developed by touch researchers, to help babies feel the soothing comfort of being held in their parent's arms. Parents report better sleep in 1-3 nights. Our products are available in top retailers such as Target, Buy Buy Baby and Amazon, as well as our online site and key international markets.

Nested Bean has helped 500,000 families across the world get restful sleep.

As a high-growth start-up, we want to attract only the brightest talent. If you like to mine and analyze business data to impact business decisions, are able to apply both the creative and logical thinking and would like to leverage your skills to influence each stage of the customer online experience and buying journey, then this job is a good fit for you.

WE WILL TEACH YOU THE TOOLS, STRATEGIES AND TACTICS. YOU BRING THE APTITUDE AND PASSION.

Job Description

- 1) Mine and analyze customer sales and behavioral data from company databases on various web, email and eCommerce platforms such as Google Analytics, Shopify, Amazon, Hotjar, Klaviyo, MailChimp and others.
- 2) Develop business intelligence reports to facilitate discussions that track and solve business problems and help management with key decision making.
- 3) Analyze user behavior on the company website. Understand the present customer journey against the desired business outcome and participate in design discussions to enhance the user experience to achieve the desired outcomes.
- 4) Analyze email user behavior data, identify opportunities to improve, document and review the changes with the creative team.
- 5) Collect and analyze data to measure the impact of the project changes to determine their ROI.
- 6) Under the guidance of our marketing and sales experts, create and optimize online campaigns on channels such as Facebook, Pinterest, Google and Amazon.
- 7) Assist in maintenance and optimization of online listings on various ecommerce channels.

- 8) Sharpen your business requirements documentation skills by authoring analysis documents and presenting them to key stakeholders from the content and operations teams.
- 9) Follow and author business processes to facilitate better workflow within business functions.
- 10) Collaborate with members from the creative team to provide business requirements for ads design, blog design for the desired user experience.

Qualifications

- 1) Bachelor's Degree with concentration in Marketing and Business development or a relevant field.
- 2) 1-3 years prior business analytics experience, preferably in the Web/E-commerce space.
- 3) Experience visualizing/presenting data for stakeholders using tools like Excel and PowerPoint. Experience in others like R and Tableau a plus.
- 4) Excellent communication skills (in English), both oral and written.
- 5) Proven analytical, critical thinking, and problem-solving skills.
- 6) Excellent attention to detail and an aptitude for working with data.
- 7) Highly accurate and thorough in all tasks.
- 8) Experience in E-commerce. Experience with Shopify, Google Analytics, Google Ad network and Facebook Ads a huge plus.
- 9) Ability to take educated risks a plus.

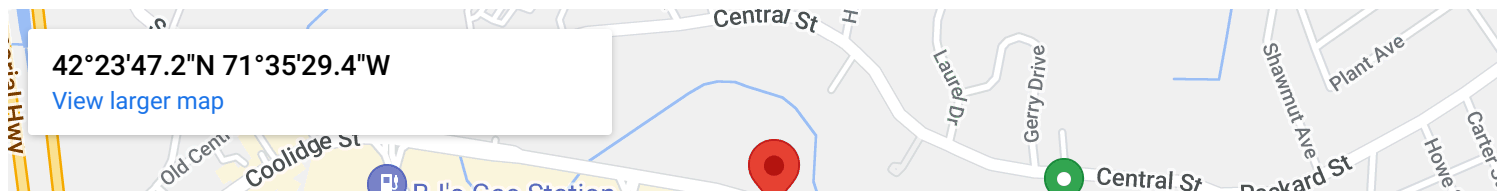
Additional Information

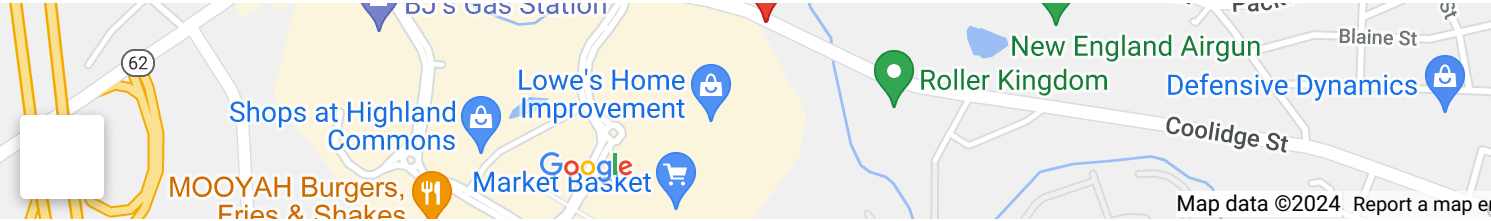
- Position begins ASAP, flexible hours
- High performance, high reward

www.nestedbean.com



Job Location





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HR Nested Bean