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# Example of Analyst, Digital Marketing Job Description

Our innovative and growing company is looking to fill the role of analyst, digital marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for analyst, digital marketing

* Develop and manage monthly digital reporting to marketing and business teams, including ongoing optimization and data tracking improvements
* Build & deliver insights on our digital marketing campaigns
* Ability to analyze and integrate digital activities with multiple data sources to build an objective, unbiased perspective, translating information into actionable recommendations with consistent execution and attention to detail driving profitable marketing investment
* 3-5 years of relevant experience in an analytics role including hands-on experience with digital platforms and marketing technology
* Bachelor's degree or higher in Marketing, Math/Statistics, Economics, Finance, Computer Science, Business or related field
* Support IT and Finance teams as they navigate marketing analytics data
* Jump in with social media and marketing automation teams as needed to aid in planning, scheduling, list building, and custom audience definitions
* Work cross-functionally to support integrated marketing to drive brand awareness, recruiting, and sales
* Manage data contribution to compile monthly marketing performance report and evaluate dashboard opportunities
* Assist with review of property rate parity violations

## Qualifications for analyst, digital marketing

* Advanced proficiency in SQL, Excel (VBA, Macro, Automation) and Access
* Experience with SEO analytics tools
* Experience with statistical analysis platforms
* Ability to perform in a highly analytical role delivering actionable marketing campaign insights
* Ability to understand performance data, draw conclusions, and make recommendations to optimize tactical plans
* Excel expert when it comes to creating charts, pivot tables, and presentations on multi-channel campaign performance