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# Example of Digital Senior Analyst Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of digital senior analyst. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for digital senior analyst

* Partner closely with technology and analytics teams to execute against defined product and development roadmaps
* Providing technical consulting and assessing technologies to be applied on a project in support of TMNA business goals and TMNA I.S
* Manage relationships with affiliate partners (e.g., Influencers, Bloggers, Credit Card Aggregators, ) to drive successful marketing campaigns
* Manage end-to-end multi-channel Digital marketing campaign execution management including set up, submissions and approval activities
* Key stakeholder in defining improvements to campaign execution process and marketing strategy optimization
* Work closely with Marketing Managers and Marketing Channel Analysts to align campaign timelines and coordinate changes to creative assets
* Provide and maintain regular campaign status and compliance reports
* Work closely with cross-functional partners such as Compliance, Product Management, Risk, and also creative agencies on various initiatives
* Support the strategic planning, budgeting, forecasting and monthly reporting for the Division
* Prepare and distribute the reporting of business performance for the 3 year plans, budgets, forecasts, monthly and year end results

## Qualifications for digital senior analyst

* Proficient in excel spreadsheets, experience in and comfort level with manipulating large sets of data quickly but accurately
* Must be able to take direction direct
* Strong analytical experience (actual and forecast results)
* Advanced MS Office (Excel, Word) skill
* Knowledge of JD Edwards and Hyperion Financial Management
* Must have strong web tagging experience (such as Tealium, Ensighten, or Adobe DTM)