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# Example of Marketing / Campaign Analyst Job Description

Our company is searching for experienced candidates for the position of marketing / campaign analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing / campaign analyst

* Help set measurable objectives pre-campaign
* Monitor and maximize campaign effectiveness in real-time, suggesting targeting and creative changes based on performance insights
* Synthesize results for campaign post-mortems
* Ensure that campaign learnings are converted into methodological improvements for future campaigns
* Act as the point of contact and support managing all remediation and Audit related tasks
* Support CMT Managers in providing consultative support as a Subject Matter Expert of the CMT capabilities and the overall promotion set-up process
* Support review of the off-shore operation process and implement continuous process improvements for high efficiency
* Work collaboratively across the Blue Box to drive campaign execution efficiencies, optimize processes, and increase user experience/satisfaction
* Map existing campaign execution timeline, identify biggest opportunities areas, and then work with appropriate teams on those opportunities
* Contribute strategic insights & forward thinking ideas to evolve the marketing innovation and long-term technology strategy

## Qualifications for marketing / campaign analyst

* Experience using SQL, SAS (or equivalent) for data analysis
* BA/BS in Mathematics, Economics, Marketing, Computer Science, Information Technology or related field
* 2+ years experience with IBM/Unica Campaign required
* 2+ years experience with SQL, SAS, Tableau, or similar
* Experienced in managing campaigns from planning to execution to tracking
* Advance proficiency in BI tools (IBM Unica, IBM Spotfire, Tableau, SAS), Microsoft product suite