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# Example of Marketing Data Analyst Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of marketing data analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for marketing data analyst

* Work with SQL/SAS Developer/Administrator to integrate and test new data sources
* Synthesize data from various sources and deliver actionable insights based on both qualitative and quantitative sources
* Assist Media Team in supporting media planning and buying in-house in implementing demand-side platform (DSP) tools and testing/improving data management platform (DMP) usage
* Collect, organize process and validate data from a variety of internal and external sources
* Provide ongoing reporting and analysis for Marketing and Player Development initiatives
* Lead 360Connect & 360MVP adoption and utilization efforts as the Application Expert
* Ensure guest data is updated and accurate working with IT partners
* Provide recommendations for marketing and player development improvements
* Build on company and industry practice for measuring key metrics
* Facilitate and perform consistent and reliable data collection, utilizing primary and secondary research methods

## Qualifications for marketing data analyst

* Proficient in visualization techniques (e.g., Tableau, pivot tables)
* Base knowledge of SQL and HTML
* Experience with lead management systems and call center reporting a plus, but not required
* 2+ years professional working experience in an analytically intensive role, such as business intelligence, finance or strategic planning
* Experience with web analytics and A/B testing
* Experience working with an enterprise web analytics platform (e.g., Adobe/Omniture, Webtrends, ) required