

Example of Analyst, Digital Marketing Job Description

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Our company is growing rapidly and is searching for experienced candidates for the position 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

- Design, build, and distribute repeatable reports and performance metrics/insights on marketing campaigns and tactics
- Lead analytics in the agile marketing initiative to help turn real-time insights into actionable media tests
- Working closely with Designers, Copywriters, Customer Marketing and Brand Strategy to create relevant and new digital strategies to support web site, mobile & app experiences ensuring a seamless customer journey
- Provide reporting, analysis, and customer insights data to identify opportunities to enhance existing digital marketing programs
- Ensure that all marketing channels and ad hoc promotions are tracked, identifying abandonment issues and developing options to improve conversion, and ensuring the accuracy of the analytics implementation by validating the data collected
- Perform ROI analysis of various marketing channels (paid search, SEO, affiliate, social media, online display, email, others) to determine best profit opportunities
- Assist in developing marketing initiatives to increase website traffic, improve conversion rate, and lift average order value. Stay current on latest trends in online analytics
- Collaborating with the Vice President of Analytics in evaluating business goals and objectives from multiple business teams and develop measurement

- Designing a next-generation measurement approach consistent with stakeholder objectives that takes advantage of best of breed analytics capabilities
- Enhancing and delivering on the current production and distribution of dashboards, reports, and insights

Qualifications for analyst, digital marketing

- Deep knowledge and previous use of tools such as Google Analytics, Omniture Site Catalyst, Adobe Test / Target, Eloqua, KissMetrics, Optimizely and Salesforce
- Proficient in Excel and/or Google Sheets
- Knowledge of web metrics
- Ability to thrive in a fast-paced, deadline-driven environment along with a HIGH attention to detail
- Must be able to manage multiple projects (with varying timelines) simultaneously
- Aptitude and interest in working with data and databases understanding of relational databases