



Example of Analyst, Digital Marketing Job Description

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Our company is hiring for an analyst, digital marketing. 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 analyst, digital marketing

- Manage the day-to-day search marketing activities across multiple search engines (Google, Yahoo, Bing,) including the campaign planning, implementation, budget management, performance review, and optimization of paid search campaigns
- Integrate strategies and recommendations into other active marketing channels such as SEO, Display Advertising, Comparison Shopping Engines and Social Media
- Analyze property-level marketing efforts and assist Analysts with consultation insights and recommendations
- Participate in online marketing channel task forces including paid search and content/SEO to assist with ad hoc projects as needed
- Review franchisee property pages on ChoiceHotels.com, secondary domains and other online assets to assess content and keyword relevance, optimization of digital media, optimization of marketing opportunities and reputation management status
- Will work closely with the app development team
- Ideally should have experience with Android/iOS app development and analytics
- Some PM duties as well
- Works with technical team to ensure accurate and comprehensive mobile app analytics implementation and successful deployment of new solutions

Qualifications for analyst, digital marketing

- Knowledge of other query/reporting tools (Tableau, SAS, Brio, Crystal, Business Objects, Essbase,) is a plus
- Ability to deliver complex reports via Google Analytics
- Experience creating automated reports via Tableau executive level dashboards
- Ability to thrive in a fast-paced, deadline-oriented environment, highly organized and detail-oriented
- Expertise in Web analytics tools (Omniture SiteCatalyst & Discover, Google Analytics 360) strongly preferred
- Advanced database or business intelligence experience a plus