



Example of Marketing Data Analyst Job Description

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Our company is growing rapidly and is looking to fill the role of marketing data analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for marketing data analyst

- You will be a valuable member of an incredible team that simply can't say no to a challenge
- You will initiate and provide analytical services and insights to our marketing team
- You will support the marketing business processes through reports and segmentations using multi million record tables
- Focus on web analytics and analysis of traffic and consumer activity to help build new campaigns to drive subscriptions to our premium digital products
- Translate data into clear, concise, actionable objectives
- Proactively identify trends, opportunities, patterns, anomalies, spikes and other occurrences in data sets that will help increase sales and profitability from existing products and campaigns and potentially lead to ideas for new revenue streams
- Monitor lead capture process in marketing automation system to make sure all activity data is captured
- Work with marketing department to assess, define, and develop report deliverables to meet their requirements
- Support the design of appropriate data repository and reporting tools that will be used to organize, analyze, and report data
- Query data bases to extract information needed to develop reports and support the development of standard reports

Qualifications for marketing data analyst

- Bachelor degree in engineering, web/analytics management/development experience or equivalent work experience
- Awareness of testing concepts and practices
- Comfortable in Database query tools, such as SQL, MySQL, Business Objects
- 4 year degree in Business Management, Information Technology, Marketing or Data Analysis
- 4+ years of experience in reporting and analytics involving both quick ad-hoc requests and long-term analysis based on complex queries
- Comprehensive understanding of customer relationship management and associated practices, strategies and technologies