



Example of Senior Analyst, Digital Analytics Job Description

Powered by www.VelvetJobs.com

Our innovative and growing company is looking for a senior analyst, digital analytics. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for senior analyst, digital analytics

- Ensure site taxonomy and tagging reflects business needs and latest technology track online campaigns
- Produce ad-hoc digital research support for ad sales, editorial and product including report creation training (to the extent clients have research system access)
- Work with internal teams to implement, configure, and use the Adobe Analytics platforms
- Work with developers, as needed, to communicate what the implementation is designed to accomplish
- Direct data layer implementation on new sites and pages across website properties
- Perform quality assurance tests on tracked implementations
- Partner with development teams for user acceptance testing and implementation
- Diagnose issues with existing platform configurations and tags, and provide recommendations for improvement
- Analyze and validate transactional data to derive customer insights and identify trends
- Conduct web analytics to provide online marketing insights and support strategy

Qualifications for senior analyst, digital analytics

- An interest in data science and a proven ability to pick up new technology skills
- Experience with TMS platform (GTM, Ensignten, Tealium,) helpful
- Experience working with media channels including programmatic, reserve, real-time bidding, and paid social
- Flexibility for travel 1-2x per month to Beverly Hills office
- Relevant experience preferably at media agency and/or media owner
- Ability to handle multiple projects, ability to prioritise, meet deadlines