



Example of Senior Analyst, Digital Analytics Job Description

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Our 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

- Identify and analyze risks and opportunities to support marketing
- Drive the business through insights to improve our marketing efficiency
- Become the expert on understanding how our customers interact with our websites and mobile apps, by building and owning a suite of dashboards and reports
- Uncover and recommend what should be the best online experience for our customers
- Explain how to fix our customer's biggest digital pain points
- Predict how customers want to engage with us online
- Collaborate with data-savvy colleagues to uncover insights on how the digital experience impacts offline channels
- Help answer digital marketing questions that people didn't even know they could ask
- Translate and communicate digital data into business-speak by summarizing data for technical and non-technical digital teams
- Teach anyone and everyone how to easily get access to the data they need in Adobe Analytics

Qualifications for senior analyst, digital analytics

- Bachelors Degree in Finance, Accounting, Mathematics, Statistics, Computer Science or similar required

- Key features including eVars, success events, VISTA rules, SAINT classifications, raw data feeds and pathing/fallout
- Experience working with Dynamic tag management platforms and data layers
- Desire to work in a fast-paced, data-intensive environment
- SSIS skills a plus