



## Example of Senior Analyst, Digital Analytics Job Description

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Our company is growing rapidly and is looking to fill the role of senior analyst, digital analytics. To join our growing team, please review the list of responsibilities and qualifications.

### Responsibilities for senior analyst, digital analytics

- Provide data & analytics expertise utilizing data management, technology and modeling (such as market mix modeling and digital attribution modeling) to address client business issues regarding advertising, media, competitive and new products
- Position acts as subject matter expert by providing advice to management, clients and business partners on the effective use of analytical methodologies and industry developments, particularly those related to online acquisition measurement, marketing attribution, and competitive insight
- Drive acquisition analytic strategy to help business partners achieve volume, usage, and profitability goals
- Assist in audience targeting and re-targeting initiatives through digital channels
- Ensure alignment of the data structure
- Lead efforts to integrate multiple data sources into Adobe Suite including implementation of a unique identifier to enable tracking of cross-channel behavior (online, mobile, tablet)
- Conduct regular audits of digital insights implementation identifying recommendations to improve data structure and reporting
- Responsible for account management of analytics work across a variety of Conversant clients and products
- Web Analytics (Google Analytics, Google Ad-words)
- Transactional (POS) data and information

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- Experience analyzing direct-to-consumer transactional data
  - Expert data analysis and programming skills (SQL
  - Experience with web analytics and digital tools including Google Analytics or Omniture
  - Knowledge of forecasting and other statistical modeling techniques
  - Syndicated media data sources (Nielsen, comScore, Millward Brown, Insight Express)
  - Bachelor's degree required with 2-3 years web analytic experience with focus on measurement design and analytic tool implementation (Adobe Analytics [Omniture Site Catalyst], Google Analytics [GAP], Adobe Target)