



Example of Senior Analyst, Marketing Job Description

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Our innovative and growing company is searching for experienced candidates for the position of senior analyst, marketing. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for senior analyst, marketing

- Understands the Product lines marketing goals and constraints to bring practical intuitive new ideas for testing offers, segmentations and in designing and analysis of marketing experiments
- Prepare and present presentations to senior marketing leaders in a non-technical way, have a high attention to detail in double checking data and codes for accuracy, and produce detailed documentation
- Market Research and Analysis - Conducts in-depth data analysis using traditional and advanced methods, mainly for Competitive research like Financials, Product Launches to Research specific markets
- Support with growth plans for Paid Search campaigns in alignment with US CPS , working to achieve above and beyond on key acquisition metrics
- Actively manage Paid Search campaigns for agreed parts of the business on Google AdWords and Yahoo Platforms, including Stream
- Maintaining a robust communications programme with the US CPS Acquisition team
- Critically engage with search engines, the Search Analytics team and other partners to create and execute against a PPC marketing plan aiming at delivering maximum net income and adhering to best practices
- Present strategies and plans to senior stakeholders in markets and other central teams
- Use Marin bid management software

Qualifications for senior analyst, marketing

- Advanced capabilities in data visualization tools like Tableau and Domo
- 2+ years experience analyzing data, regression analysis and tactics (linear, multiple, poisson, logistic), drawing conclusions and making recommendations
- Supports overall email campaign workflow and production
- Monitors performance of campaigns
- Works directly with the creative team
- Optimizes and imports new email templates for stakeholder use