



Example of Senior Manager, Digital Analytics Job Description

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Our innovative and growing company is hiring for a senior manager, digital analytics. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for senior manager, digital analytics

- Formulate data-driven site optimization hypotheses, with the goal of increasing the number of Cards acquired, Cardmember spend and optimizing conversion
- Provide thought leadership in information based, data driven, decision making process in support of planning, implementing, and monitoring site enhancements and capabilities
- Leverage site performance metrics to manage forecasting and inform investment optimization strategy
- Partner with platform and technology teams to develop business requirements for analytical enhancements and the launch of new capabilities
- Works with Sales Development and Packaging teams to support our cutting-edge proposals, guiding them on placement recommendations and distribution elements that accurately match client requests
- Use quantitative analysis to determine value-maximizing approaches, collaborate across groups to identify pricing and revenue opportunities
- Meet deadlines and deliverables for all proposals
- Support packaging of digital product offerings and tailor positioning to key verticals as appropriate
- Assist in the development of revenue opportunities with new strategic digital ad products and sponsorships/partnerships
- Leads Digital Engagement & Analytics (DEA) Program Core Teams in the execution of projects through full life cycle from initiation to launch and then

Qualifications for senior manager, digital analytics

- Strong knowledge of data mining techniques, including regression analysis, clustering, decision trees, neural networks, SVM (support vector machines)
- Knowledge of reviewing company financials and commercial bureau data is preferred
- Minimum of Bachelor's degree in Computer Science or related field is required
- Hands on experience running agile software development teams with a minimum of 10 members and 2 concurrent projects is required
- Experience with managing vendor and consulting partners is required
- Experience with development and launch of commercial consumer products that includes both web and mobile (native mobile) software launches preferably in a healthcare setting is required