



Marketing Data Analyst 1

Job summary

The [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) is responsible for the collection, building of reports and dashboards, and analysis of marketing related data in an ongoing effort to increase marketing efficiency. Key areas of attention will be campaign performance, marketing funnel tracking, increasing lead volume, customer journey reporting, lead scoring analysis and predictive analysis for annual marketing planning. This role is responsible for the development and analysis of marketing dashboards and reports, marketing forecasts and analytics, and tracking of key performance metrics. Reporting to the Manager, Marketing Data and Analytics, the analyst will work closely with key leaders within Sales and Marketing to govern the marketing reporting process.

Responsibilities

Create visual marketing reports and dashboards for users across the Revenue teams (Sales, Marketing and Finance).
Collect, analyze, and evaluate marketing data and develop forecasts monthly. Analyze variances, recommend corrective action and generally keep Leadership informed as to marketing performance.
Build, maintain, catalog, and improve the reports needed to run the marketing organization on a day-to-day basis using Looker, our internal BI tool, Salesforce, Eloqua and other data streams
Analyze marketing performance in comparison to goals/objectives and identify areas of opportunity the organization can examine to improve lead volume and profitability.
Provide customized reporting & recommendations in support of ongoing business decisions or initiatives.
Must develop standardized tools, methodologies and business processes aimed at improving operational efficiency.
Make recommendations for process improvement.
Communicate results/process changes to wide audience of reporting users. Train users remotely on the functionality of business intelligence reporting and how to utilize analytical tools to drive business.
Implement Predictive Analytics principles and advanced reporting methodologies into our standard set of reports utilized by teams.
Present at meetings with ability to easily interact with Associates and Leadership and educate/inform on marketing results and analytics.
Utilize business analytics platform to create interactive, visual data dashboards and reporting.

Requirements

Bachelor's Degree required - preferably in Marketing, Computer Science, Business Administration or a related field with
3 - 5 years of Analyst experience
Must have experience with marketing and marketing data



Must be analytical, results oriented and have good organizational and people skills

Experience with Looker (or comparable BI tools), Salesforce, and other sales/marketing platforms

Ability to perform analysis, organize data and create reports from various sources

Adherence to eMoney's strategic goals and objectives

Must have solid computer skills, including strong knowledge of MS Office applications including Excel, Word, and Powerpoint

Ability work both independently and as part of a team, and in remote setting

Strong communication skills both written and verbal, with the ability to convey complex information to a broad audience

Marketing Data Analyst 2

Job summary

We're looking for a curious, collaborative, self-starter- someone who's ready to dig in and build solutions to both simple and complex problems. The [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) will be responsible for evaluation and measurement of marketing campaigns in support of our strategy. This position will serve a critical role in working with the marketing team to ensure we are optimizing marketing spend, lead volume and opportunity creation. This role will be responsible for monitoring and reporting on key marketing performance metrics.

Responsibilities

Provide operational and analytical support to the revenue generating teams by synthesizing data from multiple systems into actionable insights and strategies

Analyzing marketing campaign impact on a weekly, monthly and quarterly basis.

Provide strategic guidance and insight about attribution trends, prospect sentiments, and the effectiveness of marketing strategies

Improve ROI of marketing initiatives by building robust performance measurement and quantifying indirect influence of media channels.

Analyze multi-channel acquisition paths and derive actionable insights to optimize media mix and conversion funnels

Develop marketing and sales conversion and attribution models

Experience analyzing performance of inbound self-serve GTM analysis to deliver actionable insights

Discover and effectively communicate actionable insights to marketing stakeholders and senior leadership that address the most important business questions

Work closely with our Data and Business teams to build efficient and sustainable data models (tables, views, ETL workflows, etc.), along with integrations of data collected from new tools into our schema

Understand and communicate how campaigns / activities are contributing to various funnel metrics

Continuously consider ways to improve the way we discover, process, and surface data to our partners



Sift through large data sets via query languages and BI tools for dashboards and reporting (Looker, Quicksight, Redshift, Metabase, etc)

Requirements

4-5 years work experience in a role where data was among your primary responsibilities

3+ years of Marketing/RevOps operations experience, a plus if you have experience with Sales & Customer Success

Understanding of ABM techniques and best practices

Excellent written and verbal communication skills Comfortable presenting data and providing recommendations with confidence to senior level partners, even when there is ambiguity involved

Ability/ experience connecting data from multiple marketing sources including but not limited to: email, web, user/usage data, digital ad platforms and survey platforms

Familiarity with marketing funnel reporting and industry critical metrics, such as website sessions, MQLs, pipeline, and bookings

Deep understanding of SQL in analytical data warehouses and in business intelligence tools (we use Metabase and Looker)

Deep understanding of relational and non-relational databases, SQL and query optimization techniques

Hands-on data engineering/ETL experience is preferred and recommended

Marketing Data Analyst 3

Job summary

The [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) is responsible for collecting, analyzing, and reporting on data related to the top, mid, and bottom marketing funnel, lifecycle journey progression, prospective/existing customer behavior, website performance, messaging efficiency and campaign effectiveness. You should be able to demonstrate familiarity with digital measurement concepts, B2B customer analytics, integrating and presenting data, and articulating data-driven recommendations that shape business strategies. A successful candidate will be passionate about best-in-class measurement, exhibit an innate curiosity, a positive attitude, and demonstrate the ability to draw out and distill key requirements from stakeholders while actively listening to all parties.

Responsibilities

Provide ROI analysis of all marketing campaigns.

Product insights based on messaging effectiveness and performance.

In addition to setting up standard web reports, the ideal candidate will continually mine Google Analytics and other data sources for information and insights to improve site performance, conversions, audience targeting and identify new areas of opportunity.



Assist the Product & Sales Departments by analyzing the customer journey through the purchase funnel; identifying gaps and opportunities to help optimize the customer experience. Additionally providing analysis of the product trial experience, affiliate marketing performance, email communication efficiency and the cart/checkout experience.

Requirements

3+ years of digital analytics and social media platform experience

Familiarity with tracking parameters, digital media tracking and media measurement principles

Ability to derive actionable insights from data and effectively guide decision-making, communicating in a comprehensible way across various levels of our organization.

Marketing and B2B business model experience

Experience with Salesforce and/or Marketo preferred

Excellent written and oral communication skills and ability to communicate effectively with cross functional teams.

Ability to work independently while prioritizing multiple projects and tasks

Detail oriented with strong time management skills

Strong interpersonal communication and collaboration skills

Marketing Data Analyst 4

Job summary

We are looking for a detail-oriented [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) to join us and support our SEM and social buying teams. You will work directly with all key business stakeholders to push our fastest-growing business lines to new levels.

You'll not only optimize the team's day-to-day performance using data analysis, you'll also use your analytical skills to find and present potentially business-changing solutions. Not only will you be a problem-solver, but you'll also be a problem-finder. You'll need to be a fast learner and a self-starter with strong critical-thinking abilities. You'll analyze data from a variety of sources, using proprietary and industry-leading tools and platforms. And you'll work with teams across business units and of varying expertise, gaining a well-rounded understanding of all things Company.

Responsibilities

Partner with digital media buying, analytics, product, and business teams to deliver evidence-based solutions to business challenges

Support the team with routine analysis and reporting, as well as ad-hoc projects, oftentimes managing multiple projects at a time

Keep relevant stakeholders updated on work progress, and present results/findings in a clear, concise manner, providing actionable insights to the team



Participate in overall improvements to the larger Business analytics org by exemplifying time management and best practices, and collaborating to share knowledge and idea

Requirements

3+ years of experience providing analytical support to digital marketing or business teams; in the tech industry is a plus

Bachelors degree in a quantitative field such as math, economics, finance, statistics, or computer science

Intermediate to advanced SQL for querying large data sets; familiarity with data warehouses such as Snowflake and AWS is a plus

Intermediate to advanced familiarity with Tableau visualization and reporting

Advanced Excel proficiency (pivot tables, formulas, Vlookup)

Comfort with reporting insights directly to business stakeholders and department leadership

Familiarity with Python or R is a plus

Marketing Data Analyst 5

Job summary

We are adding a [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) to our team to creatively apply data analytics skills to complex marketing campaigns. This is a very part time (around 5 hours a week), client-facing, contract position, ideal for a data wiz looking for a side hustle or an agency interested in growing with us.

Responsibilities

Pulling, normalizing, and cleansing data

Organizing and transforming information into comprehensible structures

Performing analysis of data

Using tools and techniques to visualize data in easy-to-understand formats, such as diagrams and graphs

Communicating with stakeholders to understand data content and business requirements

Preparing reports and presenting to Account Directors and clients

Requirements

Aptitude with data sources and programs like Zoominfo (bonus points for certification or willingness to become certified)

Aptitude with Excel and GSheets at a minimum (bonus points for systems like Tableau/Domo)

Proven ability to extract information from data sets and identify correlations and patterns (bonus points for using data to create predictive trends)

Strong communication and presentation skills and team ethos



Data nerd who appreciates the balance of art and science in this work and stays curious about analytics
Available to work US business hours

Marketing Data Analyst 6

Job summary

The [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) must be able to transform large datasets to actionable insights. Candidates will need to successfully manage projects and partner with Marketing, Product, Data Science, and other teams within the company.

This role will be involved in several initiatives including marketing customer acquisition cost optimization, media mix modeling, and providing visibility into key business performance metrics to marketing leadership and business stakeholders.

Responsibilities

Analyzing the performance of marketing efforts across multiple channels, including but not limited to Television, Search, Social, Email, and Display/Video advertising.

Study user behaviors, and work with other analysts to join different data sources for measurement & attribution.

Assist with managing and improving processes for identity resolution, tagging, and other tracking parameters.

A successful candidate should be comfortable working independently and look to find ways to collaborate with other team members. While analytical skills are crucial for the position, it is just as important to have the ability to communicate and summarize complex information into management ready briefs and presentations.

Requirements

A 4-year college degree in a quantitative field (Statistics, Mathematics, Data Analytics, Data Science, etc.)

Experience in querying large datasets.

Strong experience with open source statistical programming tools (R/Python) for analysis and data visualization.

Experience working with marketing analytics tools and data sources. (Web/App measurement tools, cloud environments, and audience management tools)

Experience with applied statistics skills, such as distributions, statistical testing, regression, etc.

Experience working in cloud environments. (Google Cloud Platform, Amazon Web Services, Microsoft Azure)

Experience with data visualization tools. (R Shiny & Power BI preferred)

Familiar with key marketing KPI's and CRM management. Knowledgeable of current measurement landscape and identity resolution techniques.



Marketing Data Analyst 7

Job summary

We're looking for a [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) to work for our client. This role will partner closely with data engineers, marketers and product teams and senior leadership to bring data to the forefront of business decisions.

Responsibilities

- Develop relationships with stakeholders by building and maintaining regular dashboards and reports
- Partner with data engineers to ensure high quality data feeds and pipelines that facilitate faster and more reliable reporting
- Provide support to marketers and product teams by completing ad hoc data analysis and requests.
- Collaborate with marketers, product teams, and senior leadership to bring data to the forefront of business decisions.

Requirements

- 2+ years of experience in marketing analytics or closely related fields
- Proficiency in SQL
- Proficiency in Tableau
- Familiarity with statistics and probability
- A strong intuition for crafting raw data and analysis into well-written and persuasive recommendations that have a direct business impact
- Exposure with providing analytics support for product and marketing teams
- The ability to identify priorities and balance multiple projects while maintaining the highest standard of work and attention to detail

Marketing Data Analyst 8

Job summary

The [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) will be part of our global Marketing Analytics team supporting Company's Global Marketing efforts. The successful candidate will be responsible for understanding, measuring, testing and reporting on the fundamental success factors that drive our drive Marketing success.

The right candidate will possess a strong combination of analytical prowess, technical aptitude, and business savvy.



Responsibilities

Collaborate with marketing team and other stakeholders across Groupon, with an understanding of the diverse needs of each stakeholder

Synthesize data from a variety of databases and provide clear actionable recommendations to the key business.

Creation of dashboards and reports providing insight into business data. Aggregate, organize and visualize data to communicate effectively.

Work closely with data engineers and analytics team to ensure the ongoing evolution and improvement of our data assets

Partner with internal and external partners to measure the effectiveness of marketing campaigns and provide recommendations to the marketing team

Develop ad-hoc analysis and reports

Requirements

5+ years of work experience as a Data Analyst role

Bachelor's/Master's degree in a quantitative discipline (e.g. Mathematics, Economics, Statistics, Computer Science, Engineering)

Top decile SQL skills are a MUST (experience in Hive is strongly preferred)

Experience in using tools like Tableau for creating dashboards, reports and data exploration

Proven ability to perform data driven analyses including problem statement, data discovery, and result communication

Excellent presentation and communication skills; comfortable explaining technical topics to non-technical users

Experience defining and analyzing multivariate tests.

Strong aptitude for learning new technologies and analytics techniques

Prior retail and digital marketing knowledge (Preferred)Collaborate with marketing team and other stakeholders across Groupon, with an understanding of the diverse needs of each stakeholder

Synthesize data from a variety of databases and provide clear actionable recommendations to the key business.

Creation of dashboards and reports providing insight into business data. Aggregate, organize and visualize data to communicate effectively.

Work closely with data engineers and analytics team to ensure the ongoing evolution and improvement of our data assets

Partner with internal and external partners to measure the effectiveness of marketing campaigns and provide recommendations to the marketing team

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Marketing Data Analyst 9

Job summary

We're seeking a [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) to support ongoing digital and traditional marketing initiatives to optimize our customer acquisition strategy. As a Marketing Data Analyst, your main responsibility is to help the greater marketing organization understand performance and suggest opportunities for improvement based on data. You will surface insights for the greater marketing organization through creating, managing, and expanding marketing dashboards and reporting including but not limited to business performance, marketing campaigns, and paid marketing initiatives. Delivering actionable insights to the greater marketing organization, this role is the perfect opportunity to work in a fast-paced, growing marketing tech environment.

Responsibilities

Conceptualize and build marketing dashboards and reporting to inform decision making

Democratize marketing data across the organization to empower teams to make better business decisions based on data and key insights

Perform deep dive as well as ad-hoc exploratory analyses on large volumes of data to help ensure we are achieving our planned goals, and run retroactive analysis on marketing campaigns, and present insights to the broader organization

Work hand in hand with decision science and analytics engineering to automate, standardize, schedule, and publish key reports and dashboards to help disseminate data and insights to key leaders and other stakeholders

Identify key trends within large data sets and draw insights and recommendations

Work with a cross-functional team of marketers, designers, and analytics engineers

Find effective ways to simplify and communicate analyses to a non-technical audience

Comfortable working independently and in a team environment to execute assigned deliverables in a prompt and efficient manner

Requirements

Bachelor's degree in a quantitative field of study, such as Data Science, Analytics, Mathematics, Statistics, Research, Computer Science, Information Systems, Engineering, Economics

Aptitude to learn in a fast-paced environment

Analytical and problem-solving skills with strong attention to detail

Advanced Excel/google sheets skills incl. pivots, index-match, ability to build complex formulas

Ability to translate business questions and needs into technical projects and specifications

Ability to clearly translate technical data into an output that internal clients can understand

Ability to persuasively present and clearly communicate data and conclusions in an organized manner to a wide variety of audiences, up to and including Executive management



Prior experience with Business Intelligence tools (Looker, Power BI, Tableau, etc.)

Ability to use SQL to extract data from large databases such as AWS Redshift or aptitude to learn

Proficiency in a statistical programming language (R/Python) a huge plus

Experience with Salesforce and Salesforce Reporting

Experience evaluating and optimizing toward marketing KPIs (LTV:CAC, ROAS, conversion rates, etc.)

Marketing Data Analyst 10

Job summary

We are seeking a talented [Marketing Data Analyst](https://100hires.com/marketing-data-analyst-job-description.html) who will be responsible for building, monitoring, and optimizing the marketing demand funnel end-to-end. The ideal candidate will have digital demand generation and performance marketing acumen with proven experience in multiple analytical tools and data modeling, as well as translating business goals into agile, insightful analytics. This candidate will be in a critical position, educating and empowering stakeholders while creating a foundation for future analysts. We believe that analytics teams should operate like product teams, data should be used as critical evidence to inform and influence strategy, and everyone in the company can be empowered to use data.

Responsibilities

Create and rollout smart, insightful dashboards and reports tracking pipeline performance to promote data-driven decision-making and optimize conversion

Develop a cadence and ritual for monitoring the health of global business to inform strategic recommendations about where to allocate investments across pipeline generating marketing teams

Develop and maintain the quality & timeliness of dashboards used by the Marketing and Executive teams

Become a [subject matter expert](https://100hires.com/subject-matter-expert-job-description.html) and trusted partner for your supported marketing teams, participating in team meetings and KPI reviews

Partner cross functionally to develop and execute annual and quarterly global demand plan that drives revenue through direct and indirect sales teams

Lead and manage the end-to-end strategy for the Marketing demand funnel in conjunction with inside sales, digital demand, field, and sales operations

Enable and train your supported teams to become confident consumers of dashboards and other components of our data product

Build on and document our data sources, models, metrics, and dashboards in a way that increases our team's long term efficiency and output

Requirements

Bachelor's degree in marketing, business or a technical field



3+ years of experience in statistics, analytics, and databases

Strong analytical skills, both in modeling, visualization and measurement (SQL required)

A highly analytical mind with a demonstrated ability to conduct and interpret quantitative and qualitative analyses

Ambitious self-starter who will be able to deliver results

Demonstrated ability to collaborate cross functionally, managing and executing projects with ability to effectively prioritize projects and meet recurring deadlines

Experience in both internal and external storytelling and executive presentations

Excellent ability to communicate complicated and nuanced insights in accessible language to relevant stakeholders

Strong time management and organizational skills

Ability to adapt to shifting priorities, requirements and timelines by utilizing problem-solving skills