Customer Experience Analyst

(Company Description & Introduction)

The Customer Experience Analyst is responsible for gathering and interpreting data across the customer experience journey and all touchpoints. This includes tracking advertising costs, researching both prospect and customer behavior and exploring market trends and opportunities. To be successful in this role, you should have experience with Google Analytics, Salesforce, PPC campaigns and be adept with processing and analyzing data across multiple sources.

Responsibilities

- Identify useful, analytically driven insights to improve business performance
- Build and curate different data sources
- Build and maintain reporting for marketing KPIs, set goals for various initiatives and help optimize campaigns and marketing programs from the analysis you do
- Use tools (Google Analytics, Tableau, SQL, Salesforce) to support analytical and reporting functions
- Find opportunities to improve or add to existing views of data, resulting in better resources for extracting findings
- Exercise sound business judgment and influence the direction of the business by effectively working with and communicating results to cross-functional groups
- Perform ad hoc analyses and data investigation/discovery to identify and/or explain business and marketing trends or anomalies
- Train and educate people from across the company on how to get value out of the data and tools we build

Requirements

- Bachelor's degree or equivalent work-related experience
- Experience solving analytical problems using quantitative approaches
- Experience using Google Analytics, Salesforce, and Tableau
- Ability to build high-quality, user-friendly visualizations with a business intelligence tools.
- Passion for marketing strategy, customer segmentation, and customer experience optimizations
- Hands-on analytic skills and a consistent track record of using SQL or similar query languages to work with large data sets
- Confident in statistical analysis and experience with A/B testing and experimentation for web or software

- Ability to interpret and communicate results to partners with a variety of backgrounds
- Outstanding problem solver with the ability to move between detailed data and high-level insights to drive decisions
- Strong collaboration skills