

Digital Analytics Manager

The Digital Analytics Manager will lead a key team in supporting data-driven decision making across our marketing and web product teams. This role will partner with stakeholders to define measurement strategies, develop reporting & provide recommendations to continually enhance business performance. In addition, this role will create a team culture of testing by hypothesizing, implementing, measuring cross-channel testing and personalization strategies. The ideal candidate enjoys working collaboratively with stakeholders to leverage a modern data stack to turn large datasets into outcomes.

Responsibilities

- Develop and maintain data models and reporting using Snowflake, Power BI and Databricks.
- Perform ad hoc analyses of both marketing and web performance using Snowflake.
- Partner with stakeholders to develop and implement a cross-channel testing roadmap.
- Lead the initiative to use of predictive models in web and marketing.
- Educate stakeholders on advanced analytics techniques to foster new ideas.
- Lead, mentor and manage a team of high performing analyst(s)

Requirements and Qualifications

- Bachelor's Degree in quantitative fields
- 5+ years of experience in a quantitative data driven field, media, or equivalent coursework or academic projects
- 5+ years' hands on experience mining large datasets in the context of marketing and/or web engagement.
- 5+ years' experience implementing cross-channel testing and/or personalization strategies
- Excellent communication and presentation skills
- Strong ability to lead and mentor
- Experience with modeling techniques
- Ability to manage tight deadlines and constant workstream across a team
- Familiarity with media/ad effectiveness measurement, techniques, tools and vendors
- Strong data background in marketing and web analytics contexts
- Strong background in A/B and Multivariate testing
- Experience with predictive and prescriptive analytics
- Ability to present complex topics in a simple and intuitive manner.
- Strong coding ability – SQL, R or Python
- Proficient with data visualization platforms- Power BI, Tableau, etc
- Experience working with Cloud ETL tooling - FiveTran, Stitch, Conversionomics etc.

- Experience working with web and marketing technologies including Digital Analytics, Tag Management, Ad Platforms, ESPs & CDPs.
- Proficient with ML Ops tools - Databricks etc.