Job Description

Company	Course5 Intelligence
Position Title	Campaign Analyst
Reporting to	Director – Digital & Advanced Analytics
Schedule	Full-Time
Work Location	USA (Remote) – willing to work PST timings

OVERVIEW

Course5 Intelligence
We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. Founded in 2000, our business areas include Applied AI, Big Data Analytics, Digital Transformation and Analytics. Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients. More information can be found at www.course5i.com

Global Offices
United States | United Kingdom | United Arab of Emirates | India | Singapore

Job Summary:

The consultant's role is to help deliver analytics for wide range of platforms (web, media, social listening) and help provide insights and strategic inputs to the organization, essentially on all web metrics, related to .com and campaigns. The incumbent will work with client marketing analytics as well as business teams to define and measure Key Performance Indicators, (KPIs). You will define the best analytics approach using Adobe Analytics and other Product Suites.

Job Responsibilities:

- Assessing performance of various campaigns and site metrics (new page design, conversion, lead generation, ABM, pathing changes etc.). Establish how to measure performance of various programs, defining KPI's/metrics
- Create automated executive level dashboards in Adobe Analytics and provide analysis on conversion funnels and customer journey to site/landing pages
- Leverage analytics approaches such as segmentation, path analysis and funnel analysis to simplify the navigation and buying experience on the website
- Assess and report on campaign performance leveraging multi-channel data from multiple data sources. Partner with stakeholders to extract highly relevant, actionable insights and optimization recommendations
- Develop and maintain scorecard of site behavior – visitors, engagement, conversion, cross-site browsing, site search keywords, campaign analysis etc. Identify trends and opportunities
- Data Visualizer with BI Tools, which include the full lifecycle of a requirements analysis, data model design, prototype design and development, testing, and deployment with PowerBI Tools
- Analyze raw data to identify patterns/observations and provide actionable insights and recommendations
- Ideate recommendations and solutions to optimize performance

- Validate and analyze data and convert from raw data to analytical reports for decision-making purposes per client's requirements.
- Assist team in building business case for opportunity areas. Conduct analysis to provide inputs and generate ideas for driving personalization on site.
- Supporting Monthly/Weekly reviews, provide summary on performance for executive leadership
- Present findings to key stakeholders
- Cross functional collaboration to improve customer experience

Requirements & Qualifications:

- Extensive Experience in Campaign management, Adobe Analytics, data analytics, Business Intelligence
- Thorough understanding of campaign performance measurement, Power BI, SQL and its data
- Extract data from data sources and transform them into meaningful data and create executive level dashboard
- Excellent expertise in SQL Queries
- Should independently mine data to translate business data needs into creative visualizations.
- Experience in data quality to do investigation of overall data inconsistency issues and provide solutions
- Experience in creating Process Documentation
- Excellent communication skills to be able to work with business owners to develop and define key business questions and to build specification for the data sets that answer those questions.
- 5+ years of experience in Web/Campaign Analytics
- Preferred qualification Bachelors in IT/ Computer Science

Course5 is proud to be an equal opportunity employer. We are committed to equal employment opportunity regardless of race, color, religion, sex, sexual orientation, age, marital status, disability, gender identity, etc. If you have a disability or special need that requires accommodation, please keep us informed about the same at the hiring stages for us to factor necessary accommodations.