

Job Description

Company	Course5 Intelligence
Position Title	Digital Analytics Consultant (Senior Analyst / Assistant Manager)
Reporting to	-
Schedule	Full-Time
Work Location	Bangalore / Mumbai/ Gurgaon

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 Market Intelligence, Big Data Analytics, Digital Transformation, Artificial Intelligence, 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 Digital Analytics Consultant will be an integral part of the Digital and Advanced Analytics business unit. This business unit is spearheading the Digital Transformation agenda for our esteemed clients, and the various client service delivery teams act as strong business partners to solve complex business problems, aimed at providing deep insights about their business performance, and enable intelligence bases decision making.

This role will be primarily responsible for delivering 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 and campaigns. Building and managing strong teams, drive knowledge management across globally spread teams.

Job Responsibilities:

- Setting up the proper tracking implementation to collect data from different websites/mobile apps by using Adobe Analytics, Google Analytics or any other analytical solution
- Experience in working with Launch, Google Tag Manager, Tealium or similar tag management tool
- Working with different teams and create analytics solution designing documents.
- Working knowledge of optimizing website via tools like Adobe Target, Google Optimize or similar solution
- Experience in tag debugging across browsers and device
- Proficient in client-side scripting in languages like JavaScript and jQuery

- Experience in implementing pixel for advertising tools like Google Ads (AdWords), DoubleClick, Facebook Ad Manager or similar
- Experience with tools like SEMRush, SpyFu, Alexa, Similar Web, Moz, Search Metrics, Google Web Master, Keyword Planner, or similar
- Assess and report on web metrics performance to all stakeholder on weekly/monthly basis
- Run and Test A/B and MVT test using optimization tools like Adobe Target, Google Optimizely
- Extract highly relevant, actionable insights and optimization recommendations for paid/organic campaigns
- Deliver campaign results, insights and recommendations, as well as performance updates and ad hoc analysis as required to business stakeholders on all related web metrics

Requirements & Qualifications:

- 4-8 years of experience designing and implementing Adobe Analytics and Google Analytics
- Adobe Stack certified
- Strong implementation understanding
- Demonstrated ability to leverage data to generate Customer insights
- Experience with web optimization and personalization platforms (Target, AAM)
- A plus if you have experience with DMP, CDP
- Strong logical, analytical, and problem-solving skills
- Deep understanding of digital and data analytics
- Excellent written, oral, and communication skills
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy