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## Digital Campaign and Tag Specialist

### Description

As a **Digital Campaign and Tagging Specialist**, you'll partner with our Business teams to design, deploy, audit and implement tagging and testing technologies. A successful specialist will leverage existing tools and processes to maintain accurate implementation of tags, advise client teams on custom tag and analytics setup, deploy custom and analytics tags, and implement A/B & multivariate tests. Through deep and thoughtful data analysis, business acumen, and collaboration with stakeholders across the business, you'll serve as a strong partner for driving important business decisions.

### Responsibilities

**As Digital Campaign Specialist working focused on Tagging & Testing, you'll have the following responsibilities:**

#### Pixel Process Flow:

- Contribute to board for Pixel Generation.
- Ensure teams are meeting SLAs.
- Join in with client calls for consultation and set up.
- Responsible for input to most complex client set up, and implementations.

#### Pixel Product Development:

- Client Migration Work: when legacy systems are sunset, management of client list to be upgraded.
- Become a subject matter expert in tagging and testing technologies; build best practices and governance.
- Stay current on latest web tagging and metrics to drive recommendations in support of business objectives.

#### Pixel Knowledge Base / Pixel Ownership:

- Ensure Pixel KB articles are up to date, and work in partnership with product/L&D to get information on KB.

#### ZMP Onboarding / BSA Set Up Work:

- Spec Documentation.
- Provide ongoing review with business teams to identify data capture in support of business questions.
- Maintain solution design document, ZMP Audience Activation, ZMP Social Connector Set Up.

### Qualifications

#### What we are looking for:

- 2+ years experience designing solutions and deploying tags via tag management technologies (Google Tag Manager required) and JavaScript.

### Hiring organization

Excel Nearshore

### Employment Type

Full-time

### Beginning of employment

ASAP

### Duration of employment

Indefinite

### Industry

Marketing Technology

### Job Location

Remote work from: Costa Rica

### Date posted

September 6, 2024

- 2+ years experience in digital/web analytics (Google Analytics preferred) & data collection.
- Strong technical abilities, including solid understanding of data layers, JavaScript.
- Familiarity with Google Cloud, API's and Big Query.
- Ability to determine tech and data needs from business requirements.
- Demonstrated ability and drive to learn new technologies.
- Demonstrated ability to consult internally with business partners and externally with vendors.
- Detail oriented with an ability to keep an eye on overall objectives.
- Familiar with or demonstrated ability to execute online tests.
- Creative approach to problem solving.
- Ability to juggle multiple ongoing projects and work autonomously.
- Values data driven integrity and accurate reporting.
- A head for business and numbers and a heart for people.

## **Contacts**

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