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Marketing Data Analyst

Description

As a **Marketing Data Analyst** on the Network Security Marketing Operations team, you'll be a data expert supporting multi-functional teams, analyzing complex business data, and delivering insights to help drive data-driven decisions for the company. This role requires good analytical horsepower and communication skills to effectively analyze and tell the story behind the data. We're excited to have you uncover opportunities and insights to continue to manage our business and deliver awesome, impactful marketing campaigns and activities.

In this role, your primary stakeholder will be the Senior Manager of Marketing Operations for Network Security. Additionally, you will work with our Network Security campaign, content, and product teams to turn data into actionable insights that we can use to maximize our relevance and value to our customers, and in turn, help fill our funnel and pipeline to drive business growth. You will collaborate with members across the marketing and strategy teams to develop and implement new business processes, drive more impactful reporting and analysis, and build data models to help forecast requirements for future success. You will also be able to present your findings and recommendations to both working teams and senior leadership.

Responsibilities

- Produce weekly reports that provide insights into performance against pipeline and funnel targets, both actionable and consumable by an executive team.
- Maintain ownership of end-to-end data analysis, including data gathering, cleaning, review, analysis, and visualization.
- Work with other Business Intelligence teams to continually improve our data usage, reporting, and analytical capabilities.
- Provide data expertise to various teams across the business, from ad hoc data requests to in-depth research projects, you will be collaborating with others to help them answer questions and make better decisions.
- Build and automate reporting and dashboards, specifically across content and lead optimization.
- Assist with building, maintaining, reviewing data models, and supporting our data pipeline.
- Interpret market trends or patterns, sales volume, and competitor activities in complex data sets and translate these patterns into actionable insights.
- Maintain deliverable projects and timelines.
- Communicate findings clearly to a broad range of stakeholders.

Qualifications

- Highly data-driven with a commitment to the following process.
- 5+ years' experience in an analytical or quantitative role.
- Airtight quantitative skills including expert proficiency with Salesforce, SQL, and Excel.
- Adept at end-to-end data analyses and turning analyses into actionable

Hiring organization

Excel Nearshore

Employment Type

Full-time

Beginning of employment

ASAP

Duration of employment

Indefinite

Industry

Cybersecurity

Job Location

Costa Rica

Remote work from: Costa Rica

Date posted

July 31, 2024

recommendations for the business.

- Good communication skills with the ability to transform data into a story for different audiences and various stakeholders and frame your recommendations with a clear view of the assumptions you have made, and the rigor employed in the analysis.
- Experience leveraging common visualization tools, to tell a story with data.
- Resourcefulness with the ability to parse internal documentation, developer documentation, and code repositories.
- Impeccable attention to detail for data accuracy and business professionalism.
- Excellent time management skills.
- Bonus: Proficiency in working with tools like Google Suite and Tableau.
- Bonus: Proficiency with data visualization tools and creating data models.
- A standout colleague with the highest level of integrity, who will innovate to continue improving the way we serve our customers.
- Previous experience with a SaaS solutions company and/or an enterprise software company is highly desired.
- Experience with security products and/or offerings is a plus.
- Ability to multi-task and work in a fast-paced environment.
- A champion for data and data accuracy.
- Demonstrate intellectual curiosity, and a passion for translating information into actionable insights, with data big, small, structured, and messy.
- A self-starter with the ability to juggle multiple projects at once.
- You're excited to join a fast-paced environment.
- You share our passion for delivering awesome Customer Success.

Contacts

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