



Marketing Data Analyst

Remote
Full Time
Mid Level

Connect Centric specializes in helping our customers solve their most complex challenges. Since 2009 we have been a trusted expert and confidante to organizations in the federal, non-profit, and private sectors, providing best-in-class strategy and technology-related services and solutions. We are looking for a talented and experienced Marketing Data Analyst to join our team to support our client.

Core responsibilities include:

- Analyze marketing performance data to identify trends, patterns, and insights related to campaign effectiveness, customer behavior, and ROI.
- Develop and maintain dashboards and reports that provide actionable insights to the marketing team.
- Support team-wide KPIs both in reporting and analysis, and constantly improving the underlying calculations.
- Undertake project-specific analyses to determine business value and impact.
- Work closely with the marketing team to understand business objectives and identify analytics strategies to support the measurements of the goals.
- Provide data-driven recommendations to optimize marketing campaigns, targeting strategies, and budget allocations.
- Develop analytics that can provide and operationalize advanced segmentation capabilities to meet business needs from marketing groups, and integrate into core marketing platforms.
- Collaborate with other departments dealing with data and analytics to ensure alignment and sharing of knowledge.

Required skills

- Bachelor's degree in Analytics, Statistics, Computer Science, or a related field.
- Proven experience of over 5 years in marketing analytics, data analysis, or a related field.



- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy.
- Familiarity with common marketing platforms and datasets.
- CRM software and database management.
- Working knowledge of programming languages for data analysis (e.g. R, Python, SQL (or equivalents)).
- Hands-on experience using BI or visualization tools including Looker, Tableau or Qlik.
- Ability to work with large and complex datasets.
- Ability to quickly understand data systems, data connections and architecture.
- Experience operating within enterprise data repositories, and advising on optimization strategies for marketing data.
- Experience working with marketing systems including, but not limited to, marketing automation, website tracking, advertising, social media.
- Solid track record on providing valuable insights to answer business questions and uncover value.
- Ability to work across departments and data teams to identify and assimilate multiple data sources into meaningful insights.
- Skilful at presenting findings and insights to stakeholders at all levels of the business in a clear and actionable manner, including using visualizations.

Desired skills

- Demonstrable experience with:
 - Statistical analysis and predictive modeling.
 - Leveraging AI for data analysis.
 - Implementing or working within a Customer Data Platform.
 - Developing and working with common marketing analysis frameworks such as RFM, CLV, multi-channel attribution models, pipeline influence and so on.

This is a remote position (Eastern Standard Time hours), with potential travel for 2 to 3 days on a quarterly basis.

[Marketing Data Analyst - Connect Centric - Career Page \(applytojob.com\)](#)