Marketing Digital Analytics Manager

Apply Now

Company: Sony Pictures

Location: Buenos Aires

Category: other-general

General Summary: Sony Pictures Entertainment (SPE) is seeking an accomplished Marketing and Digital Business Analytics Manager to join our LATAM Data Analytics team in Buenos Aires, Argentina. As a subsidiary of Sony Corporation of America, SPE operates globally, engaging in motion picture production and distribution, television production and distribution, digital content creation, and more. The ideal candidate for this role will bring a deep understanding of digital media, marketing campaigns, robust data analytics skills, and must have past proven experience leveraging Meta and YouTube and its platforms and tools to drive growth initiatives and shape business strategies.

Responsibilities:

Digital Insights and Analysis:

Manage and analyze data from various sources to extract insights on marketing campaigns, social engagement, audience behavior, content preferences, and market trends.

Apply statistical techniques, including hypothesis testing, regression, and time series analysis, to uncover patterns and relationships in data.

Develop predictive models using machine learning algorithms to support business decisions and initiatives.

Campaign Analysis and Optimization:

Analyze and optimize paid marketing campaigns across platforms, with a particular

focus on experience with YouTube campaigns and understanding its dynamics.

Structure A/B and multivariate tests to derive meaningful attribution insights and success measurements.

Audience Insights and Communication:

Develop new insights about audiences and communicate relevant findings to drive decision-making for acquisition, engagement, and retention.

Innovate ways to share audience insights across the organization, influencing key stakeholders.

Leverage past proven experience with Meta (social media) and its platforms for effective audience engagement strategies.

Trend Analysis:

Identify key media and digital trends, including new products, creators, and content in LATAM.

Analyze competitor performance, conduct audience and content analysis, and contribute to market research.

Collaboration and Reporting:

Design and write presentations and analysis reports for different business areas.

Maintain a direct working relationship with existing research teams and other business areas.

Lead meetings with key sales and development stakeholders and vendors to create partnerships aligned with business goals.

Technical Skills and Requirements:

4+ years of experience in digital analytics, advertising, and social media research, with at least 3 years in Digital Business or Digital Marketing.

Team player with ability to work independently and manage multiple projects.

Proven working experience in digital business analytics.

Data nomad with strong skills in collecting, measuring, organizing, and analyzing data.

Strong Excel and PowerPoint skills are required.

Experience with data visualization, Tableau/Power BI or R, also with automatization tools.

Proficiency in statistical analysis, including hypothesis testing, regression, and time series analysis.

Technical skills in Python and SQL are essential.

Familiarity with machine learning frameworks such as Scikit-learn or Tensorflow.

Language and Education:

Excellent proficiency in English and Spanish (written and spoken); Portuguese is a plus.

Bachelor's or advanced degree in a relevant field (Computer Science, Statistics, Mathematics, Data Analytics, Engineering, etc.).

If you are a proactive, motivated individual with a passion for digital business analytics and marketing, and possess proven experience leveraging Meta, we invite you to join our innovative team at Sony Pictures Entertainment in Buenos Aires. Apply now to be a part of our exciting journey in shaping the future of media and entertainment!
#LI-NT1

Apply Now

Cross References and Citations:

1. Marketing Digital Analytics ManagerAnesthesiologistjobsJobs Buenos Aires Anesthesiologistjobs↗

2. Marketing Digital Analytics ManagerUzbekistanjobs Jobs Buenos Aires

Uzbekistanjobs ↗

3. Marketing Digital Analytics ManagerPortugaljobsJobs Buenos AiresPortugaljobs↗

4. Marketing Digital Analytics ManagerComputerjobs Jobs Buenos Aires Computerjobs ↗

5. Marketing Digital Analytics ManagerEmailjobs Jobs Buenos AiresEmailjobs ↗

6. Marketing Digital Analytics ManagerPlumberjobsJobs Buenos AiresPlumberjobs↗

7. Marketing Digital Analytics ManagerShenzhenjobs Jobs Buenos Aires Shenzhenjobs ↗

8. Marketing Digital Analytics ManagerPediatricjobsnearme Jobs Buenos Aires Pediatricjobsnearme ↗

9. Marketing Digital Analytics ManagerParisjobs Jobs Buenos AiresParisjobs ↗

10. Marketing Digital Analytics Manager Polandjobs Jobs Buenos AiresPolandjobs ↗

11. Marketing Digital Analytics Manager Ukjobscareer   Jobs Buenos AiresUkjobscareer ↗

12. Marketing Digital Analytics Manager BelgiumjobsJobs Buenos AiresBelgiumjobs↗

13. Marketing Digital Analytics Manager TechgiantcareersJobs Buenos Aires Techgiantcareers↗

14. Marketing Digital Analytics Manager Searchcanadajobs Jobs Buenos Aires Searchcanadajobs ↗

15. Marketing Digital Analytics Manager Europejobscareer Jobs Buenos Aires Europejobscareer ↗

16. Marketing Digital Analytics Manager SearchaustralianjobsJobs Buenos Aires Searchaustralianjobs↗

17. Marketing Digital Analytics Manager Searchcanadajobs Jobs Buenos Aires Searchcanadajobs ↗

18. Marketing Digital Analytics Manager Newyorkcityjobs Jobs Buenos Aires Newyorkcityjobs↗

19. Marketing digital analytics manager Jobs Buenos aires ↗

20. AMP Version of Marketing digital analytics manager ↗

21. Marketing digital analytics manager Buenos aires Jobs ↗

22. Marketing digital analytics manager Jobs   Buenos aires ↗

23. Marketing digital analytics manager Job Search ↗

24. Marketing digital analytics manager Search ↗

25. Marketing digital analytics manager Find Jobs ↗