

Argentina Jobs Expertini®

Research Assistant for Marketing & Web Design Agency

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Company: Right Customer

Location: Argentina

Category: computer-and-mathematical

As a Market Research Specialist, you will conduct in-depth research and analysis to uncover data-driven insights that inform marketing and web design strategies for our agency.

Leveraging your background in marketing research and analytics, you will provide actionable recommendations that guide high-impact campaigns, SEO enhancements, and new business wins.

What You'll Be Doing

Perform marketing, competitor, audience, and SEO research utilizing various methods to extract strategic insights

Analyze data and trends to identify new opportunities, including optimal targeting, messaging, and partnerships

Format and translate research into clear, actionable next steps for marketing and web design teams

Write insightful research reports and presentations with compelling data visualizations

Monitor industry trends, innovations, and best practices to keep strategies ahead of the curve

Collaborate cross-functionally to ensure research aligns with business goals

Requirements

3+ years conducting research and analysis, preferably in a marketing or agency setting

Skilled in qualitative and quantitative research methodologies

Proficient with web analytics tools and market research techniques

Experienced extracting insights from data to formulate strategic recommendations

Excellent written and verbal communication skills to convey research effectively

Curious self-starter passionate about diving deep to uncover “ah-ha” moments

Thrive in a fast-paced, collaborative agency environment

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