

Argentina Jobs Expertini®

Senior Marketing Data Analyst (Remote - Argentina)

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Company: Right Customer

Location: Argentina

Category: other-general

Overview

Right Customer is a performance marketing studio that partners with subject-matter experts to create, promote, and deliver online education to their audiences in evergreen niches like real estate investing, business, and personal finance. We're seeking a Marketing Data Analyst proficient in Python, MySQL, BigQuery, and Data Visualization. Your role will be to integrate and analyze data from a variety of sources, including digital advertising channels, CRM lead data, customer opt-ins, and purchasing data, to derive actionable marketing insights.

Ideal Candidate

We're especially interested in candidates who have prior experience in data analysis for sales and marketing. If you've worked in a similar role where you were required to analyze sales data, marketing data, or a combination of both to drive business strategy, you might be just the person we're looking for.

Requirements

Who You Are

You have solid experience in Statistical Data Analysis and Data Analytics, able to uncover meaningful insights from complex data.

You are proficient in Python programming and MySQL, enabling you to manipulate and

analyze data effectively.

You are well-versed in machine learning and data analysis, using these tools to extract valuable insights from large datasets.

You can translate complex data insights into clear, actionable steps through your strong technical writing skills.

You're familiar with digital advertising platforms like Facebook and Google, and have experience integrating data from CRM systems.

You are comfortable handling large datasets and have experience working with data platforms like BigQuery.

You have a firm understanding of statistics, allowing you to interpret data and produce accurate, insightful analyses.

You have experience creating and maintaining data dashboards in Looker Studio, facilitating easy data visualization and analysis.

You're capable of setting up automated data reports, ensuring easy access and comprehension of data insights for the entire team.

What You'll Be Doing

Design, build, and manage a centralized online database in BigQuery to house all client and marketing data.

Integrate datasets such as lead data from CRMs, digital advertising data, customer opt-ins, and purchasing data, to provide comprehensive insights.

Perform advanced data analysis, modeling, and prediction using advertising data, CRM lead data, customer opt-ins, and purchasing data.

Develop and utilize statistical models, including linear regression and predictive lead scoring, to analyze complex datasets.

Apply machine learning techniques to enhance data analytics and gain deeper insights.

Prepare technical reports and present analytical findings in a clear, understandable manner to the team and stakeholders.

Create and maintain data dashboards in Looker Studio for easy data visualization and analysis.

What Success Looks Like

30 Days

Establish a comprehensive, organized online database in BigQuery to store all client and marketing data and integrate lead data from CRMs, digital advertising data, customer opt-ins, and purchasing data to provide meaningful insights that inform marketing decisions.

Create and maintain data dashboards in Looker Studio for easy data visualization, analysis, and automated reporting.

60 Days

Develop statistical models for data analysis, including linear regression modeling and predictive lead scoring, that effectively guide marketing actions.

90 Days

Automated the generation of actionable insights and trends over time from data analysis to inform our marketing strategy.

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