Digital Marketing Analyst
Job Description

Boathouse is looking for a Digital Marketing Analyst to work as a part of the Acquisition team to conceptualize, engineer and execute high-quality, multisourced reporting solutions, and to analyze these reports to provide actionable recommendations and strategic insights to the team and clients on an ongoing and ad hoc basis.

You can:
- Create comprehensive digital reporting dashboards for our clients, covering all aspects of their digital presence, including website, online advertising, social media, email, mobile, and more
- Articulate and coordinate the appropriate performance metrics and KPIs to effectively analyze our clients' businesses
- Partner with Digital Strategists, Media Strategists, and Social Media Specialists to analyze and recommend digital executions
- Perform attribution modeling around the traffic sources and/or campaigns contributing to lead generation and/or e-commerce sales
- Analyze landing pages and microsites (and their associated email and paid campaigns) to identify both effective and ineffective practices
- Work with vendors and internal technology teams to develop data collection, tracking, measurement, and reporting strategies; ensure data is collected properly and accurately
- Conduct ad hoc statistical analyses for test measurement and product innovation
- Keep up with the latest industry trends in digital analytics and share knowledge within the agency as well as with clients

You have:
- An entrepreneurial mindset
- A marketing view of the world – a desire to work with creatives, but not report to creatives
- Working knowledge of email, digital media, social media, and Web-related performance tracking tools such as Omniture, Google Analytics, Coremetrics, Webtrends, DART, ExactTarget, Scout Labs, Radian6, and Collective Intellect
- Strong presentation skills, with experience in presenting directly to clients, and the ability to generate excitement and momentum at the most senior levels of a client's organization
- Superior analytical and research skills, including experience in conducting and analyzing quantitative research
- Superior skills with Excel, such as experience with Pivot Tables and Solver

To apply for this position, please email us at jobs@boathouseinc.com and reference "Digital Marketing Analyst" in the subject line.

If you would like to discuss the role, please feel free to call our CEO.

http://www.boathouseinc.com
http://twitter.com/boathouseinc