

We are a technology recruitment partner focused on search and selection of IT experts internationally. Currently, we are looking for an accomplished experts for the role of Native Web Analytics Manager . We offer a rewarding and exciting professional experience and opportunity to develop your career in a highly competitive international environment.



## Web Analytics Manager

Location: Warsaw, Poland

### What's waiting for you:

- ✦ We are looking for an exceptional web analytics manager to join a newly formed Analytics COE team and help us discover the information hidden in vast amounts of data, structured and unstructured, to enable smarter decisions and better products to all our consumers and customers worldwide.
- ✦ You should be passionate about finding insights online, in large data sets, synthesizing results, communicating results and driving practical business impact.
- ✦ Collaborate with cross-functional global business partners in Marketing, E-commerce, Category Development and Sales
- ✦ Work alongside our business data analysts in markets to identify business issues and structure problems

The ideal candidate should have right mix of technical competencies and business fluency

### Skills & Experience required:

#### Functional and technical competencies:

- ✦ M.Sc. in Computer Science, Economics or Mathematics
- ✦ Min. 2 years of Experience in GTM & GA for e-commerce sites (execution and analysis)
- ✦ Min. 2 years of Experience in online marketing (execution and analysis)
- ✦ Programming background
- ✦ Building reports, dashboards
- ✦ Testing and optimization
- ✦ Training and guiding various business areas (marketing, sales, etc.) on analytics
- ✦ Google Analytics Certificate
- ✦ Google Tag Manager Certificate
- ✦ Experience with campaign management and analysis nice to have
- ✦ Experience in advanced analytics areas (SQL, data warehouse, big data, data visualization, etc.) nice to have

#### Business experiences:

- ✦ Willing for finding ways to add value and provide "aha!" insights
- ✦ Proven track record of taking initiative and implementing innovative solutions
- ✦ Lead data discovery process with key stakeholders to identify business requirements and expected outcomes
- ✦ Primary source and resource for online analytics including web, mobile, social, email, and cross-platform reporting
- ✦ Handling ad-hoc queries for custom reports (preferably in Power BI)
- ✦ Relationships management with vendors and consultants related to analytics (Google Analytics, Salesforce, Email, etc.)
- ✦ Collaborate on testing and optimization efforts (A/B tests, brands landing pages, marketing campaigns, etc.)



## Offer:

- ♥ Challenging and innovative global projects.
- ♥ Fresh fruits every day.
- ♥ Flexible work hours.
- ♥ Competitive salary.

Interested candidates should send their resume (CV) to **[konrad.witek@itpuzzle.com.pl](mailto:konrad.witek@itpuzzle.com.pl)** with „Web Analytics Manager” in the subject line.

