

Israel Jobs Expertini®

Paid Social Marketing Analyst

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Company: Resident

Location: Tel Aviv-Yafo

Category: other-general

Who we are

Resident is an industry-leader in the Direct-to-Consumer (e-commerce) space. While our customers are primarily based in the US, our R&D, Product and Data teams have been operating out of Tel Aviv since our founding. Our mission is simple, we are building a best in class ecommerce platform that leverages data and technology to create a competitive advantage for our brands. Starting from the marketing acquisition funnel and continuing through each customer's journey, our tools and technology enable us to go the extra step to deliver a world class customer experience.

Our company is built around continuously improving our ability to introduce new customers to our products, and wow them with exceptional experiences through the shopping and post purchase journey. We love to use data and metrics to drive our decisions, while keeping in mind that customers don't speak in numbers, and that each one should be treated as a member of our family.

Oh, and by the way - you'll get to work with a diverse group of experts around the globe.

You can expect a hard working team of people that understands how to create meaningful connections and get great work done virtually - it's in our nature!

What we do

We shape the business decision making process by providing the business units with the data as well as the insights about the risks and potential of their initiatives. We make sure to

capture the opportunities that require strong data foundations, and we invest heavily on unlocking opportunities that require advanced data modeling

What You'll Be Doing:

We are looking for a brilliant Marketing Analyst, who is a quick-learner and independent logical thinker for our Marketing Analytics team.

The position combines deep business & Marketing understanding working closely with the Marketing teams, generating data driven insights, developing processes and tools, improving and innovating measurement solutions. Collaborating internally and externally with marketing platforms and 3P vendors to sustain Resident's position as a leader in leveraging marketing data and measurement . Our Marketing Analyst will be part of the team that brings superpowers to our marketing teams, and allow the company to achieve its ambitious goals

Roles and Responsibilities

Measure the performance and effectiveness of marketing investment across diverse set of marketing channels, with a focus on paid social media

Lead Analytical processes, challenge the status quo from hypothesis to actionable insights

Turn great ideas into automated and scaled data-driven processes

Work closely with the Marketing teams teams to Identify opportunities, and measure their impact

Requirements:

BSc/BA in a highly quantitative field such as Economics /Industrial Engineering/ Statistics

Hands on campaign management experience in paid social - **a must**

Previous experience in performance marketing / E-commerce company **a must**

2-4 years of experience as an Business/marketing/financial analyst - a plus

Fast learner with high attention to details, and proven ability to multitask on several projects at a

time

High analytical skills and the ability to deep dive into details

Driven by business goals, with a deep understanding of Business & Marketing

Experienced with SQL (Big Query) and data visualization tools (Looker) - a plus

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