



<https://jobable.govhelp.in/job/amazon-careers-jobs-near-me-marketing-analyst-post/>

Amazon Careers – Jobs Near Me – Marketing Analyst Post

Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

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Base Salary

USD 12 - USD 23

Qualifications

12th Pass, Graduate, Post Graduate

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Employment Type

Full-time, Part-time

Description

Amazon Careers

About Amazon

Job Title: Marketing Analyst

Job Summary:

The Marketing Analyst will play a critical role in driving business growth by analyzing market trends, customer behavior, and campaign performance to inform data-driven marketing strategies.

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Key Responsibilities:

Data Analysis and Insights

- **Collect, analyze, and interpret large datasets to identify trends, opportunities, and challenges**
- Develop and maintain dashboards, reports, and metrics to measure campaign performance and ROI
- Collaborate with cross-functional teams to integrate data insights into

Hiring organization

Amazon

Date posted

September 17, 2024

Valid through

31.12.2024

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marketing strategies

Market Research and Competitive Analysis

- **Conduct market research to stay up-to-date on industry trends, competitor activity, and customer needs**
- Analyze customer feedback, sentiment, and behavior to inform marketing strategies
- Identify opportunities to improve marketing effectiveness and efficiency

Campaign Performance and Optimization

- **Analyze campaign results to measure ROI, customer engagement, and conversion rates**
- Develop and implement A/B testing and experimentation plans to optimize campaign performance
- Collaborate with creative teams to develop targeted messaging and content

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Reporting and Communication

- **Develop and present regular reporting to stakeholders on marketing performance and insights**
- Communicate data-driven recommendations to senior leadership and cross-functional teams
- Ensure data accuracy, integrity, and compliance with company standards

Requirements:

Education and Experience:

- **Bachelor's degree in Marketing, Business, Statistics, or related field**
- 2+ years of experience in marketing analytics, data analysis, or related field
- Experience with data visualization tools, such as Tableau or Power BI

Skills:

- **Strong analytical and problem-solving skills**
- Proficiency in Microsoft Office, particularly Excel
- Experience with statistical modeling and data mining techniques

- Excellent communication and presentation skills

Certifications and Licenses:

- **Google Analytics certification or equivalent**

What We Offer:

- **Competitive salary and benefits package**
- Opportunities for professional growth and development
- Collaborative and dynamic work environment
- Access to cutting-edge tools and technologies

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