Data Analyst DSP

Description

Introduction to Demandbase: Demandbase helps B2B companies hit their revenue goals using fewer resources. How? Using AI's power to identify and engage the accounts and buying groups most likely to purchase. Our account-based technology unites sales and marketing teams around insights that you can understand and facilitates quick actions across systems and channels to deliver big wins. Itâ??s a flexible, scalable ABM built for you. As a company, we prioritize both the advancement of careers and the development of world-class technology. We invest heavily in people, our culture, and our communities. We have offices strategically located in San Francisco, New York, the US, and Hyderabad, India, and we embrace a hybrid work model in these regions. Outside these areas, we offer a remote work option and boast a significant presence in Austin, TX, Atlanta, GA, and London, UK. Continuously lauded as a great place to work, we are Great Place to Work Certified and have earned distinctions such as "Fortune's Best Workplaces in the Bay Area,"Best Workplaces in Technology," "Best Workplaces for Millennials," and "Best Workplaces for Parents"! We're committed to attracting, developing, retaining, and promoting a diverse workforce. By ensuring that every Demandbase employee can bring a diversity of talents to work, we're increasingly capable of achieving our mission to transform the way B2B companies go to market. We encourage people from historically underrepresented backgrounds and all walks of life to apply. Come grow with us at Demandbase! About the Role: We are seeking a highly skilled Data Analyst to join Demandbase's DSP team. As a Data Analyst, you will play a key role in driving product innovation through data-driven insights and analysis. This is a unique opportunity for a talented individual with expert SQL skills and extensive demand side advertising experience to make a significant impact in a fast-paced and dynamic environment. If you are a self-motivated and results-driven Data Analyst with a passion for leveraging data to drive product innovation in demand side advertising, we would love to hear from you! Apply now to join our talented team at Demandbase and make a difference in the world of Account-Based Marketing.The base compensation range for this position is: $135,000 – $180,000 What youâ??ll be doing: Utilize expert SQL skills to extract, transform, and analyze large datasets to derive actionable insights. Collaborate with cross-functional teams to understand business requirements and translate them into data-driven solutions. Work independently to gather and analyze data from various sources, including internal databases and third-party platforms. Develop and maintain dashboards and reports to monitor key performance metrics and campaign effectiveness. Conduct ad-hoc analysis to identify trends, opportunities, and areas for optimization. Drive product innovation by providing data-driven recommendations and insights to enhance the DSP platform. Stay updated with industry trends and best practices in demand side advertising to continuously improve our analytics capabilities. What weâ??re looking for: Bachelor's degree in Computer Science, Statistics, Mathematics, Economics, or related field. Minimum of 5 years of experience in demand side advertising, with a deep understanding of programmatic advertising concepts and platforms. Expertise in SQL and proficiency in data visualization tools. Looker and LookML experience is a big plus. Strong analytical and problem-solving skills, with the ability to work with incomplete requirements and deliver meaningful insights. Excellent communication and collaboration skills, with the ability to work effectively in a cross-functional and remote team environment. Proven track record of driving business impact through data-driven decision-making and product innovation. Benefits: Our benefits include options for up to 100% paid Medical and Vision premiums for employees, a flexible PTO policy, no internal meetings Fridays, as well as access to Modern Health and other mental wellness resources. Additionally, we offer eight paid holidays and two

Hiring organization

Demandbase

Job Location

Remote

Base Salary

$ 50000 - $ 105000

Date posted

June 1, 2024

Apply Now

additional week-long breaks when all Demandbase employees in the US take time off simultaneously (the week of July 4th and the week of Thanksgiving). We also provide 401(k), short-term/long-term disability, life insurance, and other great benefits. Our Commitment to Diversity, Equity, and Inclusion at Demandbase: At Demandbase, we believe in creating a workplace culture that values and celebrates diversity in all its forms. We recognize that everyone brings unique experiences, perspectives, and identities to the table, and we are committed to building a community where everyone feels valued, respected, and supported. Discrimination of any kind is not tolerated, and we strive to ensure that every individual has an equal opportunity to succeed and grow, regardless of their gender identity, sexual orientation, disability, race, ethnicity, background, marital status, genetic information, education level, veteran status, national origin, or any other protected status. We do not automatically disqualify applicants with criminal records and will consider each applicant on a case-by-case basis. We recognize that not all candidates will have every skill or qualification listed in this job description. If you feel you have the level of experience to be successful in the role, we encourage you to apply! We acknowledge that true diversity and inclusion requires ongoing effort, and we are committed to doing the work required to make our workplace a safe and equitable space for all. Join us in building a community where we can learn from each other, celebrate our differences, and work together.Please mention the word **ELATED** and tag RMjE2LjI0NS4yMjEuOTE= when applying to show you read the job post completely (#RMjE2LjI0NS4yMjEuOTE=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts
Job listing via RemoteOK.com