Marketing Analyst

About the Role

We are seeking a highly analytical and creative **Marketing Analyst** to join our dynamic team in Budapest, Hungary. The ideal candidate will play a pivotal role in driving data-driven decisions, optimizing marketing strategies, and providing actionable insights to improve our business performance. If you have a passion for numbers, a keen eye for detail, and a desire to impact marketing success, this role is for you.

Key Responsibilities

1. **Data Analysis & Insights**

   - Collect, analyze, and interpret data from multiple marketing channels, including digital campaigns, website performance, and social media.
   - Identify trends, patterns, and opportunities to improve marketing strategies.
   - Create and maintain dashboards for tracking KPIs and campaign performance.

2. **Campaign Optimization**

   - Collaborate with the marketing team to plan, execute, and optimize campaigns based on performance metrics.
   - Conduct A/B testing to determine the most effective strategies.
   - Recommend improvements to increase ROI and customer engagement.

3. **Market Research**

   - Conduct competitor analysis and market research to stay ahead of industry trends.
   - Provide insights into customer behaviors and preferences.
   - Support product positioning and pricing strategies with data-backed insights.

4. **Reporting & Communication**

   - Prepare detailed reports and presentations for stakeholders on campaign outcomes and marketing effectiveness.
   - Translate complex data into clear, actionable recommendations.
   - Collaborate with cross-functional teams, including sales and product development.

Qualifications

- Bachelor's degree in Marketing, Business, Statistics, or a related field.
- Proven experience as a Marketing Analyst or in a similar analytical role.
- Strong proficiency in data analysis tools such as Excel, Google Analytics, Tableau, or Power BI.
- Familiarity with digital marketing platforms (Google Ads, Facebook Ads Manager, etc.).
- Excellent problem-solving skills with a strong analytical mindset.
- Ability to work independently and manage multiple projects simultaneously.
- Exceptional communication and presentation skills in English.

Preferred Skills

- Knowledge of SQL or programming languages like Python/R for data analysis.
- Experience in the e-commerce, technology, or B2B industry.
- Fluency in Hungarian is a plus.

What We Offer

- Competitive salary and benefits package.
- A collaborative and innovative work environment.
- Opportunities for professional growth and development.
- Flexible working hours and hybrid work options.
- A chance to make a significant impact on the company's marketing success.

Job Description: Marketing Analyst
 Location: Budapest, Hungary