

Senior Analyst - Digital Marketing

Job ID
REQ-10012218
Sep 04, 2024
India

Summary

Provide analytics to Novartis internal customers (CPOs & Regional marketing and sales teams) on various low-medium-high complexity tasks. This role involves actively engaging with teams to execute projects, conducting gap analysis, and collaborating with cross-functional teams to develop scalable solutions. Responsibilities also include identifying internal process optimization and support implementation of scalable data models within the Salesforce Data Cloud.

Candidates should have at least 5 years of overall experience, including 2-3 years of experience with Salesforce Data Cloud or a similar platform, strong knowledge of data modeling and SQL, and excellent technical problem-solving skills.

About the Role

Major accountabilities:

- Engage with teams to execute projects and be the key interface to end users
- Identify and analyze gaps in functional and business requirements, and effectively communicate these findings to both business and functional analysts.
- Cross collaborates with internal Team to get scalable solutions based on business objectives, marketing metrics, and tech requirements.
- Should be able to assess the impact on technical designs caused by changes in functional requirements.
- Optimize internal processes based on team requests, opportunity gaps, and business requirements.
- Design and implement scalable data models, build ERD diagrams, and explain it to non-technical users
- Build/configure ingestion, data modeling, segmentation and activation within Salesforce Data Cloud and understand various cloud platforms that Salesforce data cloud can integrate with.
- Work with practitioners on Salesforce Marketing Cloud / Data cloud and help build NVS marketing capabilities.
- Employ best design standards while delivering an efficient solution.

Requirements:

- Total of 5+years experience and minimum of 2-3 years of experience on Salesforce Data Cloud or similar data platform.
- Hands-on experience with all aspects of salesforce data cloud such as data ingestion, data mapping, identity resolution, activation, and segmentation etc.
- Should have good knowledge on data modeling and SQL.
- Should be able to establish data models, work with API's and configurations.
- Have good understanding of file handling using csv files.
- Should have very good technical problem-solving skills.

- Ability to assess the impacts on technical design because of the changes in functional requirements.
- Should be able to conduct peer reviews and advise recommendations or issues and work well with team.

Preferred:

- Good understanding of data modelling concepts.
- Good knowledge on complex SQL, API handling.
- Experience/ knowledge on tools such as DBeaver, Postman, or similar tools
- Good understanding on the marketing concepts and overall flow in marketing automation space
- Certified Accredited Professional in Salesforce Data Cloud
- Certification on Salesforce Marketing Cloud would be a plus.

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Division

Operations

Business Unit

CTS

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
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