

# Senior Analyst, Marketing Cloud Intelligence

Job ID  
REQ-10030996  
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India

## Resumen

We are seeking a highly-skilled and experienced Marketing Cloud Developers to join our team Marketing Automation team who works closely with brand teams; understands various data sources, adept in building data ingestion pipelines, skilled in designing future proof data models, build data visualizations based on visualization frameworks that are finalized by UI/UX designers.

## About the Role

Location – Hyderabad #LI Hybrid

### About the Role:

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### Key Responsibilities:

- Build data integrations to new data sources as identified by Business Analyst and Technical architect
- Build workflows and monitor data ingestion pipelines across all data source; debug / highlight any gaps during the monitoring of data ingestion
- Build expandable data models using industry best practices in Dataroma / MCI that power the visualization dashboards
- Work closely with Technical Lead and Business Analysts to provide inputs and suggestions on improving the current data models / visualizations
- Participate in data exploration and data mapping activities along with technical lead and business and DDIT architects for any new data ingestion needs from business
- Build and maintain standard SOPs to run smooth operations that enable proper upkeep of visualization data and insights

### Essential Requirements:

- Minimum of 4-6 + years of experience in Dataroma / MCI as hands on developer including other Marketing Cloud modules (*Journey Builder, Content Builder, Personalization Builder, Social Studio, Interaction Studio, Cloud Pages, AMP Script, and advertising studio*)
- Prior experience in any of visualization platforms viz Tableau, Qlik, Power BI as core developer is a plus
- Experience of working on Data Cloud and other data platforms

- Hand-on experience in using any ETL tools such as Informatica, Alteryx, DataIKU preferred
- Excellent written and verbal skills. Strong interpersonal and analytical skills
- Ability to provide efficient, timely, reliable, and courteous service to customers. Ability to effectively present information
- Demonstrated knowledge of the Data Engineering & Business Intelligence ecosystem
- Salesforce MCI certification. Other SF platforms viz app building PD1, PD2 etc
- Familiarity with AppExchange deployment, Flow, Aura component and Lightning Web component will be a plus.

#### **Percentage of work:**

- 50% - MCI development – Build data ingestion pipelines, data models and visualization based on business needs
- 30% - Direct opportunities for reporting & insights projects leveraging Salesforce reporting tools such as Marketing Intelligence, CRM Analytics and Qlik, along with data engineering platforms such as Snowflake, Databricks, SF Data Cloud, Google Cloud, AWS and Azure, and ETL tools like Mulesoft.
- 10% - Provide inputs and participate in data explorations and data assessment activities as needed by business
- 10% - Participate in sprint planning and other program management activities and provide inputs to program team on status of development activities including risks

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#### **Accessibility and accommodation**

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