

# Content Strategy Analyst

The Content Strategy Analyst will assist with inputting and analyzing data and trends, creating detailed reports from this data, and staying up to date on the latest analytic platforms. The Content Strategy Analyst will also:

- Create weekly, monthly and quarterly reports based on website data
- Improve and analyze reporting and dashboards with Adobe analytics
- Monitor analytic data to identify trends
- Take the initiative to suggest and create new reports as needed
- Stay abreast of the latest data and analytic platforms
- Research relevant techniques to improve newsletter deliverability
- Train various members of the team on specific issues as needed
- Assist or take lead on various projects as assigned by Content Strategy Manager

## REQUIREMENTS:

- Knowledge of Adobe Analytics and Adobe Target
- Knowledge of MS office, including word, excel, and outlook
- Able to present reports, insights, statistics in clear and concise manner
- Punctual, detail oriented and great with numbers
- Team player and has the ability to multi-task
- Excellent communication both in verbal and written
- Highly motivated and self sufficient
- Poise and people skills
- Must have a minimum 3+ years of marketing / related experience
- Excellent organization skills