Senior Analyst - Digital & Omnichannel Analytics

Job ID
REQ-10042954

3   18, 2025

India

We are looking for a detail-oriented, astute Digital Marketing Analytics Analyst to join our growing organization. You will be tasked with analyzing our digital marketing efforts, identifying trends, uncovering insights and helping shape the strategic direction of our marketing campaigns. Candidates must have 3+ years of overall experience, at least 2-3 years' experience on pharma datasets/digital marketing, good knowledge of data modeling and SQL, and robust technical problem-solving skills.

About the Role

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We are looking for a detail-oriented, astute Digital Marketing Analytics Analyst - Omnichannel to join our growing organization. You will be tasked with analyzing our digital marketing efforts, identifying trends, uncovering insights and helping shape the strategic direction of our marketing campaigns.

Candidates must have 4-5 years of overall experience on digital marketing, website analytics, good knowledge of data modeling and SQL and robust technical problem-solving skills.

Key Responsibilities:

- Expertise in Google Analytics to track website traffic, user behavior, and conversions
- Knowledge of keyword research, SEO/SEM and basic proficiency in SEO tools (like SEMRush, others) is good to have
- Knowledge of SQL is essential for querying and manipulating data from databases
- Proficiency in Excel, Power Query, others is vital for data manipulation, cleaning, and reporting
- Manage overall digital analytics for multi-channel activations and understand reporting systems to track KPIs and marketing campaign effectiveness across digital marketing datasets
- Use data analytics to derive an understanding of customer behavior, apply segmentation and predictive methods to improve marketing effectiveness
- Analyze digital marketing performance across various channels such as Web, Email Marketing, Social Media, Display/Programmatic Banners and Content Marketing, and provide optimization recommendations
- Interpret data, analyze results, and provide ongoing reports using statistical techniques and tools
- Assist in the process of designing and implementing key performance indicators and metrics, as well as in the tracking and analysis of these parameters to measure success and identify areas for improvement
- Create visualizations of data through reports and dashboards to articulate data patterns and trends effectively. Presentation skills is good to have
- Foundation in statistical concepts, methods, and techniques is good to have for analyzing data and drawing meaningful insights

Essential Requirements:

- Bachelor's degree in marketing, Business, Statistics, or a related field. A master's degree is preferred
- Expertise in using web analytics tools (especially Google Analytics, Looker Studio), third-party media, email marketing platforms (SFMC), etc.
- Strong analytical and problem-solving skills with a high-level attention to detail
- Exceptional written and verbal communication skills, with the ability to translate complex data into actionable insights
- Strong ability to think strategically, analyze, and interpret market dynamics and develop key industry insights
- Proficient in statistical analysis tools (R, Python, or similar) and data visualization tools (Tableau, Excel, Power BI or similar)
- Ability to work independently and collaboratively in a team environment

Desired Requirements:

- Proven Website Analytics experience
- Proven experience as a Digital Marketing Analyst or similar role
- Good knowledge on complex SQL, Python, Alteryx or related data management tools

- Well versed with digital marketing landscape along with experience in working with pharma industry across Commercial and Marketing analytics
- Use advanced analytics techniques such as A/B Testing, Hypothesis Testing, Supervised and Unsupervised classification techniques to provide data driven optimizations
- Certification or training in relevant analytics or business intelligence tools is a plus

Skills:

- Google Analytics, Looker Studio
- SQL
- Advanced Excel
- Advanced Power point
- Python (Good to have)
- Any ETL tools (Alteryx, Knime, DataIKU etc.)
- Analytical Thinking
- Digital Marketing
- Marketing Strategy
- Problem Solving
- Statistical Analysis

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US

Business Unit
Universal Hierarchy Node

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IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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