

# United Arab Emirates Jobs Expertini®

## Business Analyst

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Company: Lemnisk

Location: united arab emirates

Category: other-general

About the Company: Immensitas Private Limited's offering Lemnisk, is a Customer Data Platform-led personalization and real-time marketing automation solution that delivers superior customer experiences resulting in increased conversions, retention, and growth for enterprises. The key capabilities include: Connectors to organize silo-ed marketing data sources and create a real-time customer oneview; Orchestrate individual customer journeys across the marketing tool ecosystem on the right channels at the right time using a proprietary in-built machine learning engine; Create 1:1 personalized experiences for each user across multiple marketing channels. We have offices in USA, Singapore, Dubai, and Bangalore. We are ISO 27001 and ISO 27018 certified. For more information, visit our website: [www.lemnisk.co](http://www.lemnisk.co)

How to apply: Interested candidates should submit their latest resume outlining their relevant experience

Responsibilities

- Client Onboarding
- Driving and executing pilot/proof of concept projects
- Driving API integrations with various other systems that make up the stack
- Understand client business, Challenges & identify an opportunity to effectively use the platform & meet ROI expectation
- Manage campaign launches and coordinate related activities
- Analyze campaign data, identify issues, hypothesize solutions and execute experiments

Client Relationship Management

- Manage client stakeholders in order to ensure timely execution of the campaigns
- Managing Internal Stakeholders
- Help the account management team in client-related issues
- Strong contribution to product development by communicating campaign level feedback and expectation

Qualifications

- An engineering grad or a degree in MBA preferably in marketing, analytics, consulting, online advertising; post graduation degree is not mandatory
- 1-3 years of relevant experience in

the digital industry. Must have prior experience in handling clients● Prior experience in handling digital marketing campaigns is a plus● Prior experience working in a Saas based company is a plus● Should be smart in getting things done remote and manage multiple stakeholders● Has the ability to analyze large volumes of data and come up with deep insights● Has an appreciation of technology and its ability to create value in the marketing domain● Must have good communication skills (written and verbal)

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