

# United Arab Emirates Jobs Expertini®

## Data Analyst

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Company: Horizontal Digital

Location: united arab emirates

Category: other-general

At Horizontal Digital, we hold ourselves to one key belief: You're only as good as your worst customer experience. This mantra is what drives our digital consultancy to think beyond the easy answers and instead create websites, apps, portals and other experiences that solve customer needs for Fortune 500 companies in intuitive and empathetic ways. And we make this lofty standard a reality by fusing strategy, data, design and technology together to arrive at solutions that set the bar higher for everyone. We use these values to fuel superior results: Lock arms We forge relationships that make our impact 1,000x stronger. This means working across departments and engaging both our clients and our communities to deliver the greatest good. Show hustle We're not ones to sit on our hands and wait. Instead, we anticipate opportunities, collectively roll up our sleeves and find ways to execute the exceptional. Embrace change From new technologies to workplace philosophies, we welcome the unexpected and constantly anticipate what's next. Elevate empathy We listen before we take action. This means understanding a variety of perspectives and holding ourselves to a higher standard of accountability. Never settle We motivate each other to push past the easy answers and collectively arrive at bigger, more inspiring ideas. But enough about us. Let's talk about you. We are seeking a highly motivated and data-driven individual to join our digital agency as a Data Analyst. In this role, you will play a pivotal role in optimizing our clients' digital marketing efforts by providing valuable insights and actionable recommendations. Your primary focus will be on leveraging data from various sources, including Google Analytics, to enhance conversion rate optimization, SEO strategies, personalization efforts, and supporting the design, strategy and technology teams with

overall data-driven decision-making. What you'll do:

- 1. Google Analytics Expertise:** Proficiently use Google Analytics to track and analyze website traffic, user behavior, and campaign performance. Set up and maintain Google Analytics accounts, tracking codes, and custom reports. Create and deliver regular performance reports to clients and internal teams.
- 2. Conversion Rate Optimization (CRO):** Conduct thorough analyses of website performance to identify opportunities for improving conversion rates. Collaborate with UX/UI designers and developers to implement A/B tests and other CRO strategies. Monitor and optimize landing pages and user journeys for maximum conversion.
- 3. SEO Analysis and Strategy:** Perform keyword research and competitive analysis to inform SEO strategies. Monitor and report on website SEO performance, including organic traffic, keyword rankings, and backlink analysis. Collaborate with content creators to ensure SEO best practices are implemented.
- 4. Personalization and User Segmentation:** Utilize data insights to develop and execute personalized marketing strategies for clients. Implement segmentation strategies to tailor content and messaging for different user groups. Continuously assess and refine personalization efforts based on performance data.
- 5. General Data and Insights Gathering:** Collect, clean, and analyze data from various sources to uncover actionable insights. Develop and maintain dashboards and reporting systems to monitor KPIs and provide real-time insights. Stay up-to-date with industry trends and data analytics tools to recommend improvements.
- 6. Collaboration with UX and UI Teams and Strategy:** Work closely with our UX and UI design teams to translate data insights into user-centric design decisions. Collaborate in the development of A/B tests and user experience experiments to improve website usability and conversions. Provide data-driven feedback to designers on user interface improvements, helping to enhance user engagement and satisfaction. Participate in cross-functional strategy meetings to align data analytics efforts with UX/UI design strategies and overall client objectives. Contribute to the development of user personas and user journey maps based on data-driven insights, ensuring a seamless and personalized user experience. This emphasis on collaboration underscores the importance of integrating data analysis seamlessly into the design and user experience strategy, ultimately driving improved website performance and customer satisfaction.
- 7. Client Communication and Collaboration:** Communicate data-driven findings and recommendations effectively to clients and internal teams. Collaborate with account managers, digital marketers, and developers to align data efforts with broader campaign goals.

**Who you are:** If you are passionate about harnessing the power of data to drive digital marketing success and are

excited to work in a dynamic agency environment, we encourage you to apply for this Data Analyst position. Join us in delivering data-driven excellence to our clients and making a significant impact on their digital marketing strategies and website and app performance. What you bring: Bachelor's degree in a related field (e.g., Marketing, Data Science, Analytics). Proven experience in data analysis, preferably in a digital marketing or agency setting. Proficiency in Google Analytics and other web analytics tools. Strong understanding of SEO principles and best practices. Experience with A/B testing and CRO methodologies. Familiarity with data visualization tools (e.g., Tableau, Power BI) is a plus. Excellent communication skills and the ability to translate complex data into actionable insights. Highly organized, detail-oriented, and able to manage multiple projects simultaneously. Self-motivated and capable of working independently or as part of a team. Proficiency with Sitecore and Salesforce platforms. The above description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. Horizontal is proud to be an Equal Opportunity and Affirmative Action Employer. We seek to provide employment opportunities to talented, qualified candidates regardless of race, color, sex/gender including gender identity and/or expression, national origin, religion, sexual orientation, disability, marital status, citizen status, veteran status, or any other protected classification under federal, state or local law. In addition, Horizontal will provide reasonable accommodations for qualified individuals with disabilities. If you need to request a reasonable accommodation in order to complete the application or interview process, please contact [hr@horizontal.com](mailto:hr@horizontal.com). All applicants applying must be legally authorized to work in the country of employment. We're always on the lookout for incredible talent that helps us grow both our expertise and culture. Get in touch and we'll keep you in mind for future opportunities.

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