

Senior Digital Analytics Executive

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Company: Assembly

Location: Dubai

Category: healthcare-practitioners-and-technical

1. Expertise in Web and App Tracking:

- Implement and manage web tracking tools, especially GA4, ensuring comprehensive data collection and accuracy.
- Oversee app tracking using Firebase and MMPs, optimizing for effective user engagement and conversion tracking.
- Continuously evaluate and improve tracking setups to meet evolving business needs.

2. Digital Data Analysis and Reporting:

- Collect and analyze data from diverse digital platforms, focusing on insights gained from advanced web and app tracking techniques.
- Develop and maintain reports and dashboards, highlighting key metrics from GA4, Firebase, and MMP data.

3. Data Quality and Governance:

- Ensure the highest standards of data quality and accuracy in web and app tracking.
- Champion data governance policies related to digital tracking.

4. Technology and Innovation:

- Stay abreast of the latest trends and developments in digital analytics, particularly in GA4, Firebase, and MMP technologies.
- Recommend and implement innovative solutions to enhance digital tracking and analytics capabilities.

5. Stakeholder Engagement and Communication:

- Clearly communicate complex digital analytics concepts and insights to stakeholders.

- Work closely with different departments to understand their analytics needs and provide tailored insights based on web and app tracking data.

Requirements

Qualifications:

- Bachelor's or master's degree in Statistics, Data Science, Marketing, or a related field.
- Minimum of 2-4 years of experience in digital analytics, with a strong emphasis on web and app tracking.
- Profound knowledge and hands-on experience with GA4, Firebase, and MMP implementations.
- Demonstrated ability in analytics tools and data visualization (e.g., Tableau, Power BI).
- Proven track record in managing digital analytics projects.
- Strong analytical, problem-solving, and communication skills.
- Ability to work collaboratively and effectively in a team environment.

Benefits

Get a competitive salary that puts a smile on your face!

Enjoy 24 days of holiday each year, and it increases by 1 day every year up to a max of 30 as you keep rocking with us!

Celebrate your special day with a dedicated birthday leave, a special benefit granted to you after completing one year with us!

Take a day off during the summer to enjoy some sunshine.

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