

Digital Analyst

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Company: Harnham

Location: London Area

Category: other-general

Digital Analyst London (Hybrid)£40,000-£50,000THE COMPANYAn international leisure & entertainment brand is seeking an accomplished Digital Analyst to join their eCommerce team to lead on all things digital insight and help them understand and optimise end-to-end customer journeysTHE ROLEAs the Digital Analyst, you will utilise GA4 to deep-dive into customer journeys across mobile, web and app platforms. This is a great opportunity to work on cross-functional digital insight projects and really take ownership of customer journey analysis & optimisationYOUR SKILLS AND EXPERIENCEGA4 experienceeCommerce Analytics experienceGood communicationsTHE BENEFITS£40,000-£50,000 (dependent on experience)HOW TO APPLYPlease register your interest by sending your CV to Adam Osborne at Harnham via the Apply link on this pageKEY TERMSIBM, Coremetrics, Google Analytics, GA, Omniture, SiteCatalyst, Adobe Analytics, DTM, Dynamic Tag Manager, Ensighten, Tealium, Analyst, Web, Digital, Online, Website, Financial Services, Finance, A/B, Test, Split, Multivariate, MVT, Tracking, Code, Tagging, Tags, Insight, Client, Agency, Management, Strategy, CRO, Conversion, Optimisation, Optimizely, Test and Target, Adobe Target, Maxymiser, VWO, Visual Website Optimiser

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