



## Digital Analytics Consultant (m/f/d)

Digital Loop GmbH is a fast growing consulting company with a focus on Web Analytics, MarTech, Digital Marketing as well as Web and Software Development.

We work with well-known European clients to develop complex solutions that enable data-driven decision making. We are passionate about data and strive to develop scalable solutions that drive our clients' digital business.

To join our Digital Analytics & MarTech team we are looking for you, a motivated Digital Analytics Consultant, to jointly define data-driven solutions that contribute to the growth of our clients' digital businesses.

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### Your Tasks and Responsibilities:

- Implementation of digital analytics projects and support of customers throughout the entire process: consulting, implementation, QA, support, workshop/training, analyses, etc.
- Implementation of tracking setups using tools like Google Tag Manager
- Understanding of fundamentals of Marketing Technologies (e.g. Google Marketing Platform, Tealium, Adobe)
- Implementation of A/B tests as well as further evaluation and assessment
- Funnel analysis, attribution, tag management, customer journey analysis

### Your Expertise and Traits:

- 2+ years of experience as a Web Analyst
- Experience working with popular web analytics software such as Google Analytics. Adobe Analytics is a plus
- Experience in setting up tracking infrastructures using Google Tag Manager. Knowledge of Tealium and other Tag Management systems is a plus
- Good to have: Experience with Tag Manager as well as Customer or Data Management Platforms (Tealium, Adobe Audience etc.) as well as basic knowledge of HTML, CSS, JavaScript
- Great interest in online trends and topics
- Quick-learning and strong analytical skills
- Excellent communication skills in English. German knowledge is a plus

### Your Advantages With Us:

- An exciting position with a lot of freedom in a highly motivated, international team
- Competitive salary with opportunities for professional development

- Independent work and a lot of personal responsibility
- A wide range of topics and customers
- Office in a beautiful building in the middle of Munich's Lehel district with a view of the Isar river. Alternatively, you can enjoy the view from your own home
- Regular company events to bring the team together
- Coffee, drinks, snacks

**You are interested? We are looking forward to your application containing a CV and cover letter via our contact form!**