

Senior MarTech Data Analyst - Salesforce Marketing Cloud

Job ID
REQ-10050087

5月 04, 2025

India

摘要

Provide support on Marketing technology programs and products. Explore, evaluate, co-create, and implement a data driven approach to Campaign Execution.

About the Role

Location: Hyderabad #Hybrid

Key Responsibilities

- Partner closely with business teams to lead the design and optimization of marketing campaigns using performance insights, audience behaviours, and dynamic personalization to drive measurable business outcomes.
- Design, configure, and execute marketing campaigns with precision—ensuring timely

delivery, quality control, and alignment with business goals across all stages of campaign lifecycle

- Design and implement measurement framework that track key metrics and performance trends and provide actionable insights to product leadership.
- Monitor Campaign Performance and Tracking, thereby create a feedback loop to improve segmentation, campaign design, digital production.
- Translate data insights into actionable recommendations to improve business processes, decision-making, product adoption and change management, and stakeholder satisfaction.
- Communicate findings effectively through visualizations (charts, dashboards, presentations) and executive summaries tailored to technical or non-technical stakeholders

Essential Requirements

- Proficient in analyzing complex data sets using Excel / SQL / Python / R.
- Hands on experience in computational techniques like correlation, multivariate analysis, decision trees, clustering, regression, ensemble methods etc. as part of day-to-day role.
- Skilled in presenting data insights and ML outcomes effectively through dashboards, slides, and visualizations, and articulating their business impact.
- Knowledge of Campaign Analytics, Funnel Analytics, Experience on Salesforce Marketing Cloud, Marketing Cloud Intelligence, Google Analytics would create an advantage.
- Understanding of Sales & Marketing processes in Pharmaceutical Industry would create an advantage.
- Passion for keeping up to date with the latest in marketing technology and digital marketing trends.
- Adaptability to learn skills or platforms on the go.
- Bachelor ' s / master ' s degree in business or technology / engineering.

Soft Skills

- Exhibit organizational agility, creativity, strategic & strong analytical thinking.
- Passion for solving business problems with data
- Dynamic, results-oriented team player who contributes positively to team success.
- Excellent presentation skills and storyboarding skills.
- Ability to operate effectively in an international matrix environment.
- Strong stakeholder management skills

Why Consider Novartis?

Our purpose is to reimagine medicine to improve and extend people ' s lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>
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Novartis is committed to building an outstanding, inclusive work environment and diverse teams'

representative of the patients and communities we serve. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

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部门
US

Business Unit
Universal Hierarchy Node

地点
India

站点
Hyderabad (Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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