

Analyst, Salesforce Data Cloud

Job ID
REQ-10061707

9月 08, 2025

Mexico

摘要

The Salesforce Data Cloud Analyst will play a crucial role in leveraging Salesforce Data Cloud to transform how our organization uses customer data. This position sits within the Data Cloud Business Enablement Team and focuses on building, managing, and optimizing our data unification strategy to power business intelligence, marketing automation, and customer experience initiatives.

About the Role

Key Responsibilities / Major Accountabilities :

- Manage data models within Salesforce Data Cloud, ensuring optimal data harmonization across multiple sources
- Maintain data streams from various platforms into Data Cloud, including CRM, SFMC, MCP, Snowflake and third-party applications

- Develop and optimize SQL queries to transform raw data into actionable insights
- Build and maintain data tables, calculated insights, and segments for use across the organization
- Collaborate with marketing teams to translate business requirements into effective data solutions
- Monitor data quality and implement processes to ensure accuracy and reliability
- Create documentation for data models, processes, and best practices
- Provide training and support to business users on leveraging Data Cloud capabilities

Education

- Bachelor's degree in Computer Science, Information Systems, or related field
- Salesforce Data Cloud certification preferred

Experience

- 3+ years experience working with Salesforce platforms
- Previous work with Customer Data Platforms (CDPs)
- Experience with Tableau CRM or other visualization tools
- Background in marketing technology or customer experience initiatives
- Salesforce Administrator or Developer certification
- Familiarity with Agile ways of working, Jira, and Confluence

Skills & Qualifications

- Advanced knowledge of Salesforce Data Cloud architecture and capabilities
 - Strong SQL skills for data transformation and query optimization
 - Experience with ETL processes and data integration patterns
 - Understanding of data modeling principles and best practices
 - Experience with Salesforce Marketing Cloud, MCI & MCP
 - Familiarity with APIs and data integration techniques
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- Knowledge of data privacy regulations and compliance requirements (GDPR, CCPA, etc.)
- Demonstrated experience with data analysis and business intelligence tools
- Strong problem-solving abilities and analytical thinking
- Excellent communication skills to translate technical concepts to business users
- Ability to work collaboratively in cross-functional teams
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage

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部门
US

Business Unit
Universal Hierarchy Node

地点
Mexico

站点
INSURGENTES

Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmac é utica S.A. de C.V.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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