

## Junior Production Designer

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Company: SproutLoud

Location: Medellín

Category: other-general

### Company Overview

At SproutLoud our people and culture are central to our success. You'll find an environment that is 100% jerk free, where people share the values of putting clients first, being accountable, caring about your team and the quality of your work, inspiring others, and growing in your level of expertise and professional development. SproutLoud won the 2022 Top Workplace award, marking the 9th time the company has been recognized as one of the best employers in South Florida, based on anonymous employee feedback.

SproutLoud is a Software plus Services platform that services the local marketing needs of large organizations. Called Through-Channel Marketing Automation (TCMA), we help our clients manage their brands and distribute their marketing resources locally - through sales channels, franchisees, chain-retail locations, dealer networks, value-added reseller (VAR) programs, and field employees/offices - with a comprehensive distributed marketing solution. SproutLoud solutions manage brand compliance, increase speed to market, automate manual tasks, and provide robust reporting and business intelligence.

Identified by Forrester Research as the Third Stage for sales and marketing leaders, SproutLoud is on the forefront of the TCMA industry. We need a great team to help us execute - so come join us!

Overview

SproutLoud's Analytics Coordinator is an integral member in supporting our Brands (Master Accounts) by ensuring the expectations and performance metrics of digital services are achieved. We are seeking a data-driven professional who excels at analyzing large data sets and interpreting them to provide insights. This person should possess strong technical skills and be familiar with Google Analytics, pixels and other tracking tools. We need someone who is a whiz at GTM, tracking conversions and troubleshooting any issues. A great Analytics Coordinator is a problem solver who can translate data insights into actionable recommendations that drive business growth and ROI. Geared for growth, the Analytics Coordinator should also be able to use their experience in analytics to provide feedback to junior team members on reports and train/mentor junior team members on strategy, analytics, insights and reporting.

### Responsibilities

Collect and analyze data using Google Analytics 4 to identify trends and insights related to website and app performance

Develop and implement measurement strategies for tracking user behavior and conversion rates

Create and maintain custom reports and dashboards to visualize data and communicate insights to stakeholders

Collaborate with digital services, development and CRM teams to ensure tracking and reporting requirements are met

Conduct A/B testing and other experiments to optimize website and app performance

Provide recommendations for improving user experience and driving conversions based on data analysis

Assist in tagging with Google Tag Manager and pixel implementation

Assist in setting up online and offline conversion tracking in Google Analytics/Looker Studio

Prepare marketing performance reports for clients and present reports

Answer client questions about reporting and campaign performance

Respond to clients' GA4 and GTM requests within standard SLAs

Assist both digital services for client needs and marketing team for internal needs

Stay up-to-date with industry developments and best practices in analytics and measurement

Requirements

Fluency in English (verbal and written)

Basic coding experience (HTML, Javascript)

3 years of experience in digital marketing analytics

Experience with Google Analytics 4 implementation and reporting

Strong understanding of data visualization and dashboard creation

Understanding of data-driven decision making

Experience with data analysis and interpretation

Proficiency with Excel, Google Sheets and Looker Studio

Proficiency with PowerPoint and Google Slides

Ability to synthesize data into compelling presentations

Ability to set up both online and offline conversion tracking

Ability to identify key performance indicators (KPIs)

Experience with A/B testing and experimentation

Strong problem-solving and analytical skills

Ability to train junior team members on analytics and insights reporting

Excellent written and verbal communication skills

What do we offer

Joining a 9X Award Winning Best Place to Work - 5 consecutive years

Phenomenally high e-NPS scores - just check out the career portion of our website

An opportunity to join an industry leader with solid growth (and aspirations to become much bigger).

No Jerks on your team

The ability to work on a truly innovative product that evolves with our market's needs.

The ability to work and grow among a team of fun, kind and passionate people.

A prime location in Fort Lauderdale, Florida; Medellin, Colombia; and, Monterrey, Mexico

Competitive salary scaled to your experience

15-20 days of PTO; Sick leave as you need it

1 month sabbatical at 6 years

Medical, Vision and Dental Insurance Plans

A fast-paced environment where you can make your mark!

The ability to work and grow among an incredible team

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