

Senior Performance Strategist

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Company: Publicis Global Delivery

Location: Bogotá

Category: business-and-financial-operations

Job Description

As a Media Performance Senior Strategist, you will work in the Business Intelligence Team to develop and implement reporting, database visualizers and innovative projects that meet the scope defined by the area.

Develop and update visualizers in (Power BI) and databases (JIRA - SharePoint) of the processes carried out by the area.

Creation of reports of KPIs to be tracked by the Media business unit.

Assist Supervisor or/and Associate Media Director, as needed, on any/all projects related to business intelligence team.

Maintain a forward-looking and innovative approach in the development of the area's processes.

Foster a spirit of collaboration and integration with the team and the Media business unit.

Qualifications

MS Excel (Advanced)

Data Visualization Tools (Power BI is a must)

Database control and management (SQL)

Excellent organization and time management; Ability to prioritize and manage a large volume

of work and multiple tasks.

Strong analytical skills: with curiosity and enthusiasm for digging into data, interpreting it, and finding solutions.

Process flow tools (JIRA)

English (B2+)

Interest and Passion for the marketing industry (is a plus)

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