

Senior Technical Analyst

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Company: Huge

Location: Colombia

Category: computer-and-mathematical

Job description.

Huge is looking for a Senior Technical Analyst to join the Strategy and Data team in Colombia.

What Youll Be Doing.

Building and implementing tagging specifications for site/app analytics across client projects.

Partner with tech and measurement teams to define data collection strategies.

Utilize tag management solutions to deploy analytics tagging on clients digital properties.

QA all analytics deployments and verify data collection in reporting tools.

Ownership of analytics deployments and accountability for multiple streams of work.

Configure analytics report suites.

Work in Bigquery writing SQL using the GA4 schema.

Support setup for A/B tests.

Define best practices and create standard template documentation related to analytics implementation.

Meet with external stakeholders on a regular basis for requirements gathering and being the go-to analytics implementation expert.

Stay on top of industry news and trends regarding digital analytics.

What We'd Like To See.

+4 years of relevant work experience in a technical marketing or engineering role, with an emphasis on analytics tagging implementation and marketing technologies.

+4 years of experience with either GA4, Google Analytics and Looker Studio.

+4 years of experience with Google Tag Manager.

Familiarity with SQL and relational data warehousing concepts.

Familiarity with BigQuery, Google Analytics API and Google Marketing Platforms.

A strong understanding of the development of A/B and multivariate testing platforms.

Experience with A/B testing platforms such as Google Optimize, Optimizely or other experiment tools.

Experience with analytics platform migration is preferred.

Basic knowledge of HTML, CSS, JavaScript and Single Page Applications.

Flexibility to adapt to new/unfamiliar tools, data and problems, and experience with or interest in learning programming languages such as Python.

About Huge

Huge is a design and innovation company. We create products and experiences that grow the world's most ambitious brands. We do this by designing experiences for people, not users, and uncovering new sources of growth by leveraging our creative talent, our proprietary platform LIVE and unlocking the advantages brought to us by emerging technologies. We believe all experiences should be intelligent, shoppable and unique to every brand.

Part of the Interpublic Group of companies, Huges nearly 1,000 thinkers, tinkerers, makers and creators, have been problem-solving across North America, Europe, and Latin America for over 25 years. Interested? You'll find more information at .

Huge is committed to creating an inclusive employee experience for all. Regardless of race,

gender, religion, sexual orientation, age, disability, or if you're parenting the next generation of innovators, we firmly believe that our work is at its best when everyone feels free to be their most authentic self.

Huge is an equal opportunity employer (EOE). We strongly support diversity in the workforce. We are committed to an inclusive, barrier-free recruitment and selection process and work environment. If you are contacted for a job opportunity, please advise us of any accommodation needed to ensure you have access to a fair and equitable process. Any information received relating to accommodation will be addressed confidentially.

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