

## Marketing Data Analyst

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Company: Aptiv

Location: Kraków

Category: computer-and-mathematical

Aptiv focuses on addressing the future needs of the auto industry through improved safety, electrification, and new mobility solutions. We are now uniquely positioned as the leading global technology company serving both the traditional automotive and new mobility markets.

We are looking for a Marketing Data Analyst to join our Digital Technology and Analytics team to help us understand our data, quantify our efforts and provide insights to drive business decisions. As a data analyst this role is extremely high visibility where you will work closely with the CMO and VPs of marketing across the different business units to evaluate and optimize our account based marketing efforts which is a critical strategic initiative for Aptiv.

### Your Role

At Aptiv, we are dedicated to developing innovative solutions that make transportation safer, greener, and more connected. Your day to day will consist of the following:

Work within a cross-functional team to bring to life a next-generation marketing data platform

Support our ambitious plans to increase the use of signals and behavioral data to build dynamic audiences and data to deliver elevated customer experiences

Work closely with account based marketing, marketing automation, and content teams to ensure that they have the data/audiences they need for successful engagement of customers, and ongoing marketing optimization through insights.

Develop post-campaign analysis on digital marketing efforts to help quantify the impact of

marketing campaigns and other major initiatives

Analyze data to identify trends and patterns, and deliver insightful findings that inform strategy and provide recommendations to improve processes

Design and build dashboards, reports, and presentations to communicate key insights in a meaningful way to technical and non-technical stakeholders.

Collaborate with partners to help them improve their campaign strategy for enhanced reporting capabilities

Work collaboratively with the Data Specialist and engineers to ensure data needed for reporting and analysis is accurate, available and fit for use

Continuously evaluate data quality, identify data gaps, and recommend solutions to improve data accuracy and completeness

Develop strong working relationships with key partners across the business to bolster trust in any insights shared

Effectively communicate status of projects both verbally and in writing to management

### **Your Background**

Key ingredients for succeeding in this role are your:

**Bachelor's degree in** Business, Mathematics, Computer Science, or related field

**Bilingual** –proficient in English speaking/reading/writing

**3 years prior professional experience in data analytics or related role**

**2+ years of corporate experience in Marketing, sales, or commercial-related field**

**Demonstrable experience of historical success with data analysis, report creation, and deriving insights from data**

Experience in the development of reporting dashboards and tagging strategies across digital marketing platforms and campaigns

Experience with digital tools such as Salesforce, Marketo, Demandbase, Google Analytics, and Google Tag Manager

Experience with data tools & techniques such as Excel proficiency (formulas, VLOOKUP's, Pivot tables), SQL, Looker, Tableau, or similar

Experience with digital marketing channel analysis (SEO, Social, Email/Marketing Automation)

Self-starter with a demonstrated ability to prioritize and multi-task.

### **Why join us?**

**You can grow at Aptiv.** Aptiv provides an inclusive work environment where all individuals can grow and develop, regardless of gender, ethnicity or beliefs.

**You can have an impact.** Safety is a core Aptiv value; we want a safer world for us and our children, one with: Zero fatalities, Zero injuries, Zero accidents.

**You have support.** We ensure you have the resources and support you need to take care of your family and your physical and mental health with a competitive health insurance package.

### **Your Benefits at Aptiv:**

Compensation package, including Major Medical Insurance & Life Insurance

Flexible Retirement Plan

Learning, professional growth and development in a world recognized international environment

Access to internal & external training, coaching & certifications

Scholarships

Recognition for innovation and excellence

Opportunities to give back to the community

Meaningful work that makes a difference in the world

Recognition for innovation and excellence

Tuition Reimbursement

\*Please submit your resume in English to be considered.

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