**Sr. Data Analyst**

Raining Virtue Solutions is filling a position for a client as a Sr. Data Analyst. This person would partner with business leaders and act as a department lead for the management, integration reporting and analysis of data about customers and prospects where the interaction originates online.

Responsibilities:

* Lead the execution of complex data integration and analysis of highly complex business issues.
* Be the subject matter expert on attribution and work with key stakeholders in the tools integration, while ensuring internal and agency adoption of attribution methodologies and usage
* Act as go to person/single point of contact regarding Web analytics both internally and with agency relationships
* Work as a consultative resource with teams to implement analytics-driven best practices with Adobe Site Catalyst and support recommendation implementations with the tool
* Assist in design and standardization of processes and reports surrounding attribution statistical analyses and models
* Involvement in integrating data and analysis into products and working with engineering and product development to create robust, scalable and commercial profitable solutions
* Coordinate and manage initiative launch meetings and communications to ensure tight coordinate and on time launches

Qualifications

* Bachelor’s degree in business or equivalent experience. Minimum of 5 years related experience in business analysis
* Knowledge and understanding of business operations, objectives, and strategies as it relates to web analytics
* Highly developed negotiation, facilitation and consensus building skills
* Excellent verbal and written communication skills
* Extensive experience with Web Analytics tools; experience with Adobe Omniture Site Catalyst preferred
* Strong proficiency in the Adobe Omniture Suite of tool, such as Discover and Test & Target