



For our prestigious client we are looking for a qualified specialist as:

Adobe Analytics / Adobe Target Business Consultant (m/f/d) - 50 % remote / 50% client-onsite

Job-ID: CP-00003994

Job-Ort: London

Project details:

- Lead business discovery workstreams, and perform industry and customer research to establish the customer's 'why'
- Develop and align with customers on relevant business goals and critical metrics
- Establish requirements, and advise on capabilities related to Adobe Analytics and Adobe Target. Drive implementation strategy and execution in partnership with Technical Consultants
- Develop analytics reports and dashboards and deliver actionable insights to the customers utilizing Adobe Analytics
- Analyse opportunities and identify consumer behaviours that can be influenced to drive impact, with a specialist focus on optimisation & personalisation across online (primarily website) channels
- Ideate use cases and tactics to support overarching business priorities
- Assess and illustrate the value of your recommendations, prioritise according to value & complexity
- Build and embed personalization and testing roadmaps
- Create tactical plans and guide the customer on the actions required to execute the next phase of the roadmap
- Execute use cases in partnership with customer teams, or lead an offshore team to execute for the customer
- Assess performance and value realised from executed activities. Own communication of value to the customer and Adobe Account teams
- Perform deskside coaching focused on Adobe Target & Adobe Analytics and it's related use cases

Working place: 50 % remote / 50% client-onsite

Duration: asap - 6 months

Working hours: fulltime

location of client: UK

Technical qualifications:

- To succeed in this role, you are a driven marketer, conversant in current digital marketing trends and have experience driving innovative digital marketing tactics that deliver exceptional customer experiences.
- You can translate a digital strategy into digital marketing use cases that move the dial on success metrics
- You have delivered business impact and can illustrate that value

- You have a strong eye for business, and some depth of experience within two or more core industries (e.g., Retail, Travel, Financial Service)
- Data Analysis: Proficiency in how data shapes and drives the customer experience across platforms and channels. You have experience analysing website and audience data to uncover insights
- Conversion Rate Optimisation: You understand and anticipate customer needs, build testing & personalisation roadmaps, guide on data to collect and use, and execute the tests for statistical results through multiple channels
- 4+ years' experience successfully leading client relationships within the digital world ideally from agency or vendor side
- You are an Adobe Target Business Practitioner
- You are an Adobe Analytics Business Practitioner
- Adobe Audience Manager experience is a bonus
- As a self-starter, bold, opinionated and proactive, you are able to gain the trust of customers and internal teams. You can work independently and as part of a team
- The ability to balance multiple assignments across teams in a fast-paced environment
- Excellent interpersonal, and presentation skills both verbal and written
- Exposure to HTML, CSS, JavaScript, or the Adobe Creative Suite is a plus
- Able to travel (50%), primarily within the UK (when restrictions lift). In the immediate term delivery is from home / remote with office re-opening expected soon



Ihr Ansprechpartner:

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Jetzt bewerben