

Analytics Strategist

Independent Contractor to be responsible for creating, implementing, and optimizing data analytics tracking across multiple web properties. Applicants should have a well-developed capacity to coordinate and implement various strategies throughout a hard-coded digital platform (rather than relying on plugins or other content management system add-ons). Common tasks include event tracking and conversion optimization for landing page marketing campaigns.

Primary Responsibilities

- Generating data and information from previous campaigns and analytics.
- Plan, organize, and optimize tracking code usage for our web properties based on campaign goals.
- Provide clear documentation for code implementation
- Generate regular reports on general analytics results and specific campaign effectiveness.
- Ensure technical verbiage is easy to understand.
- Ensure analytics account properties are clearly segmented and cleanly maintained.
- Ensure data policies are properly documented and compliant with regulations and procedures.

Required Skills

- Previous experience with google analytics, google ads, linkedIn, facebook ads.
- Willingness to learn new technologies and code implementations.
- Ability to work remotely to meet deadlines.
- Strong communication skills.
- Familiarity with project management tools Dropbox, slack, zoom, etc..
- Process and detailed oriented.

Preferred (Not Required)

- Familiarity with data policy compliance regulations and procedures.
- Version control (git / svn) experience.

About 2:17 Studios LLC

2:17 Studios LLC specializes in cloud-based operations & business management software. The core of what we do is build user experiences that allow teams to get their jobs done better without getting in their way. Clients range from existing businesses interested in digitizing operations with cloud based back office systems to new ventures looking to leverage technology to reduce operations costs.