

Web Analytics Solutions Engineer

Location: Philadelphia, PA

Status: Full-time

Compensation: Depends on experience (plus health insurance)

Experience: 3 – 5 years

Description:

MaassMedia is growing and looking for a Web Analytics Solutions Engineer. This person will be the technical resource for developing custom web analytics solutions for clients, as well as be responsible for building custom, automated reporting solutions. This is a tremendous growth opportunity to work in a cutting edge field on blue chip accounts alongside some of the Internet marketing industry's leading subject matter experts in web analytics.

Responsibilities:

- Manage custom web analytics development and implementation for client projects from requirements gathering and solution design to implementation, QA and deployment.
- Partner with client stakeholders, IT teams and analytics vendors in designing, developing, deploying and validating the best possible tracking solutions in the most elegant, efficient and effective ways possible.
- Develop, modify and implement Omniture, Google Analytics, Webtrends and Coremetrics JavaScript code to execute web analytics strategies.
- Conduct data audits to identify tracking gaps/inconsistencies and solve technical implementation/tracking issues.
- Represent our firm in calls and meetings as our subject matter expert on technical web analytics tracking issues.
- Participate in the continuous development and enhancement of client tracking, data collection and reporting capabilities.
- Work with multiple data sources (web analytics, media, search, email, CRM, e-commerce, etc.) to generate, format and deliver custom dashboards and reports for clients using Excel and PowerPoint.
- Administer and maintain our reporting data warehouse and ETL processes using MySQL, Amazon Web Services and Talend.
- Build data cubes in Microstrategy from tables in MySQL.
- Fulfill weekly and monthly dashboard/reporting needs for clients.
- Provide technical development needs of company website using Joomla.
- Other related duties as needed.

Minimum Qualifications:

- BA/BS; computer science preferred

- Programming languages required: JAVA, Javascript, PHP, CSS and HTML
- Experience working with Omniture, WebTrends, Coremetrics and Google Analytics software
- DBA experience with MySQL
- Basic VBA skills desired to write Excel macros
- Analytical & organizational skills with very strong attention to detail
- In-depth understanding of how people use and interact with the Internet
- Strong familiarity with e-commerce, online advertising, SEO, email marketing and use of social media
- Excellent writing & communication skills
- Able to multi-task in a fast-paced, start-up environment and comfortable wearing many hats
- Must live/work within commuting distance of the Philadelphia metro area

For more information or to apply, please contact hr@maassmedia.com or call (267) 702-5747.