



Job Title: Marketing Data Analyst

Company: Winning Abilities LLC

Status: Full-Time

About Us:

Winning Abilities promotes exceptional talent across abilities. Our mission is to enable a world that optimizes individual abilities to improve life for all. We utilize our unique and growing human-network to unlock abilities and open opportunities for people with all abilities while working to reshape talent representation and foster inclusivity in work and sports. A core area of specialization is in matching neurodiverse individuals with highly technical backgrounds to companies who need skilled talent, particularly in the areas of IT, Actuarial, Investments and Finance.

Position Overview:

We are seeking motivated, analytical, and initiative-taking individuals to work inside our partner firms. Candidates will play a critical part in uncovering actionable insights from marketing data to inform strategy, optimize campaigns, and drive ROI. They will work closely with marketing, product, finance, and data science teams to measure performance across channels and help shape marketing roadmaps and analysis. The position will be full-time and requires the capability to work in a hybrid environment.

Examples of key areas of responsibility:

- Analyze multi-channel marketing performance (e.g., email, paid search, social, display, web) and provide strategic insights
- Develop and maintain dashboards and reports using tools like Tableau, Power BI, or Looker
- Track key performance indicators (KPIs) to evaluate campaign effectiveness and customer journey metrics
- Collaborate with marketing teams to design and evaluate A/B tests and attribution models
- Interpret marketing data trends and make data-driven recommendations to improve conversion and engagement
- Partner with data engineering teams to validate data integrity and improve data pipelines
- Assist in customer segmentation, LTV modeling, and audience insights to guide targeting strategies
- Create and maintain automated reports and data visualizations for internal stakeholders
- Monitor and communicate changes in performance, trends, and anomalies to relevant teams

Qualifications:

- Bachelor's degree in Marketing, Business Analytics, Statistics, Economics, or related field
- Proficiency in SQL for querying large data sets; experience with Python or R is a plus
- Strong skills in Excel and data visualization tools (e.g., Tableau, Power BI, Looker)
- Familiarity with Google Analytics, Google Ads, Meta Ads, CRM systems, and marketing automation tools
- Solid understanding of marketing metrics such as CAC, ROI, CTR, CPA, and attribution models
- Knowledge of customer journey analytics and digital funnel optimization
- Familiarity with data warehouse platforms (e.g., Snowflake, Redshift, BigQuery)
- Excellent analytical thinking, problem-solving, and communication skills
- Ability to translate complex data into clear, concise insights and business recommendations

Benefits:

- Competitive compensation
- Customized 1:1 career development and coaching
- Build industry experience & expand your professional network

How to Apply:

Submit your resume or CV to info@winningabilities.com with the subject line "Winning Abilities Marketing Data Analyst application - [Your Name]"

Winning Abilities LLC is an equal opportunity employer. We value diversity and are committed to creating an inclusive and welcoming work environment for all employees and interns.

Winning Abilities LLC partner firms are confidential. Any fees assessed by Winning Abilities LLC will be paid by the partner hiring firm.