

# Luxembourg Jobs Expertini®

## Marketing Analyst, AWS Customer References, AWS Global Customer References

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Company: Amazon Web Services EMEA Sarl

Location: Sandweiler

Category: business-and-financial-operations

Do you love data? Do you get a thrill out of fixing complex problems? Are you looking to use data to influence business and marketing strategy? Amazon Web Services (AWS) is seeking a data-driven marketing analyst to own metrics and reporting for our global customer reference program.

Your primary focus will be leveraging your passion for data, structuring data sets, and building analyses to identify actionable insights our team and stakeholders can take to optimize and improve our customer reference program. As a team, we are looking to use data to inform our decision making and strategy – how are references used? What channels see the most traction? What trends are we seeing from the reference activity around the world?

You will be responsible for the key internal reporting structure, advising on customer reference activity – both internal and external – and building Tableau dashboards to show the health of the program. You'll also dive deep into both the data and the businesses, delivering meaningful impact every day and laying the groundwork for advanced analysis and data science into a core marketing and sales use case.

The ideal candidate will be proficient with SQL, data extract, transform, load (ETL) tools, business intelligence tools including Adobe Analytics, Amazon QuickSight, and Tableau, with a focus on identifying and tracking key business objectives. You will work closely with our

stakeholders across Sales and Marketing organizations, partnering with data engineers and the other BIEs across teams, to provide recommendations and insights through your in-depth analyses and reporting. You will also build robust technical solutions including automating team processes. You'll need to be a self-starter, comfortable with ambiguity, and able to think big while paying careful attention to detail.

#### Key job responsibilities

- Design, develop, and maintain scalable, automated, user-friendly data solutions including recurring reports and self-serve dashboards.
- Partner with DS, DE and BI teams to retrieve data from AWS marketing data warehouse, use AWS tools to analyze it, report on it, and highlight opportunities for improvement.
- Service global customer reference stakeholders across Sales and Marketing organizations to identify metrics, go deep to find insights, and automate solutions to track progress and goals.
- Identify opportunities, recommend solutions, and implement technology that enhances the user experience, enabling teams to self-serve their data needs.

We are open to hiring candidates to work out of one of the following locations:

Luxembourg, LUX

#### **BASIC QUALIFICATIONS**

- Experience in tax, finance or a related analytical field
- Experience in Excel (including VBA, pivot tables, array functions, power pivots, etc.) and data visualization tools such as Tableau
- Experience in business or financial analysis
- Experience defining requirements and using data and metrics to draw business insights
- Experience with Excel
- Experience with SQL
- Experience making business recommendations and influencing stakeholders

#### **PREFERRED QUALIFICATIONS**

- Experience with AWS solutions such as EC2, DynamoDB, S3, and Redshift

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