

# Data Analyst – Marketing Automation Platforms

Job ID  
REQ-10073130  
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Индия

## Сводка

Provide support on various high complexity Marketing technology programs and products. Explore, evaluate, co-create, and implement innovative digital solutions in Marketing Automation and Customer Relationship Management domain. Facilitate data enabled decision making by providing and communicating platform specific needs and functional implications of platform design and operations.

## About the Role

**Location:** Hyderabad #Hybrid

## Key Responsibilities

- Deliver insights that drive MarTech Product teams' decisions on strategy and product development by functioning as independent contributor to drive strategy through execution for MarTech products.
- Strong understanding of multiple data sources including Web (Web SDK), CRM, MDM, and enterprise data platforms (e.g., Data Core / Snowflake) to enable unified customer views.
- Hands-on expertise in Data Cloud for data ingestion, identity resolution, calculated insights, and segmentation.
- Deep functional knowledge of Marketing Cloud to activate audiences through journeys, triggered communications, and omnichannel orchestration.
- Data Modeling & Warehousing: Design and implement logical/physical data models, schemas, and staging areas in Snowflake.
- Schema Design: Develop and maintain dimensional models (Star/Snowflake Schemas) and data marts to support BI and reporting, ensuring data accuracy and consistency.
- Partner with business leaders to identify, analyze, and solve key challenges, leveraging your expertise to advise on strategic objectives and product roadmap.
- Develop a deep understanding of the marketing technology ecosystem, gain clarity on data flow, and perform data readiness assessment with countries to activate MarTech products effectively.
- Design and implement measurement framework that tracks key metrics and performance trends and provide actionable insights into product leadership.
- Create visualizations, presentations, and executive summaries that communicate findings to internal stakeholders and executives.
- Translate data insights into actions and recommendations that will drive product adoption, customer satisfaction, and investment decisions.

## Soft Skills:

- Joint Value Creation: Ability to collaborate effectively to create value for all stakeholders.
- Dynamic, results-oriented team player who contributes positively to team success.
- Exhibit organizational agility, creativity, strategic & strong analytical thinking.
- Excellent presentation skills and storyboarding skills.
- Excellent interpersonal and communication skills.
- Ability to operate effectively in an international matrix environment.
- Strong stakeholder management skills.

## Essential Requirements

- Bachelor's / master's degree in business or technology / engineering.
- Overall, around 5 years of experience in Data Analytics in Salesforce Marketing Cloud and Salesforce Data Cloud products
- Understanding complexity of integrated working in a matrix and geographically dispersed environment.
- Proficient in analyzing complex data set using MS Excel & SQL, knowledge of
- Skilled in presenting data stories through slides, charts, and dashboards, and effectively articulating the business impact of insights.
- Plan projects, set schedules, coordinate resources across product, data, and engineering teams, and ensure end-to-end completion, meeting timelines and quality expectations.
- Passion for keeping up to date with the latest in marketing technology and digital marketing trends.

## Why Consider Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here:

<https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook <https://www.novartis.com/careers/benefits-rewards>

## Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

**Why Novartis:** Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

**Benefits and Rewards:** Learn about all the ways we'll help you thrive personally and professionally.  
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International  
Business Unit  
Marketing  
Место  
Индия  
Сайт  
Hyderabad (Office)  
Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

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### **Accessibility and accommodation**

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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