



Job Title: Analyst

Department: Marketing

Reporting to: Director of Marketing

Location: Tbilisi, Georgia

Position Summary:

We are looking for a data-driven and detail-oriented Analyst to support our growing e-commerce marketing team. In this role, you will assist in tracking, analyzing, and reporting on data from paid ads, organic traffic, email marketing, and customer behavior. Your insights will help optimize campaign performance, support decision-making, and contribute to the growth of Bloomex across all digital channels.

Key Responsibilities:

- **Traffic & Channel Analysis:**
Monitor and analyze website traffic from various sources including paid ads, SEO, email, and direct traffic to identify trends and opportunities.
- **Campaign Reporting:**
Support the marketing team by providing regular performance reports for Google Ads, Meta Ads, email campaigns, and organic traffic efforts.
- **Data Collection & Accuracy:**
Ensure accurate data collection through tools like Google Analytics, Google Tag Manager, and UTM parameters. Flag inconsistencies and collaborate with the technical team when necessary.
- **Funnel Tracking & Conversion Analysis:**
Assist in mapping user journeys, tracking conversion funnels, and identifying areas for improvement across landing pages and campaigns.
- **Support A/B Testing & Optimization:**
Help set up and analyze A/B tests for landing pages, email variations, and ad creatives to improve performance metrics.
- **Dashboard Creation & Maintenance:**
Build and update dashboards and visual reports in Looker Studio or Google Sheets to provide clear insights to marketing stakeholders.



- **Insight Generation:**

Work with the Lead Analyst and marketing team to uncover actionable insights that inform campaign strategy and content planning.

Qualifications and Skills:

- 2–4 years of experience in digital analytics, marketing analytics, or a related field (e-commerce experience is a plus)
- Proficiency in Google Analytics (GA4), Looker Studio, and spreadsheet tools like Excel or Google Sheets
- Understanding of digital marketing metrics such as CTR, CPA, ROAS, conversion rate, and bounce rate
- Familiarity with UTM tracking, Google Tag Manager, and traffic segmentation
- Strong analytical and problem-solving skills with attention to detail
- Ability to present data and insights in a clear, organized manner
- Comfortable working in a fast-paced, collaborative environment
- Experience with SQL or basic scripting is a plus, but not required
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