

Informazioni sull'offerta di lavoro

Join the Triplesense Reply team and kick-start your career in **Data Science applied to Digital Marketing!**

WHO WE ARE

We are a leading **digital agency** specializing in helping clients make the most of digital transformation. We're launching a **new business unit focused on data strategy**, and we're looking for enthusiastic junior talents who want to grow quickly in a dynamic and multidisciplinary environment.

WHAT YOU'LL DO

- Collaborate with designers, marketers, and other data analysts to create compelling data-driven stories, combining **statistical rigor** with **creativity** to **enhance customer experience** and **optimize marketing campaigns**.
- Play a critical role in elevating our **analytics and data science** capabilities, with a focus on the digital customer journey and **paid/organic search** strategies.
- Work on **dashboards** and **ad-hoc reports**, turning data into **actionable insights** for internal and external stakeholders.
- Take part in various digital marketing initiatives, including **Conversion Rate Optimization**, **performance monitoring**, and **forecasting** for sales and conversions.
- Identify **improvement opportunities** in data collection, tracking, and usage processes—both for internal projects and for our clients.

KEY RESPONSIBILITIES

- **Develop and implement** statistical models and data analysis solutions to speed up and optimize business decisions.
- **Gather business requirements**, design data structures, and (if needed) write code to manage and present data across various tools.
- **Collect, cleanse, analyze**, and provide data for multiple digital marketing activities.
- **Interpret data** and produce ongoing and ad-hoc reports, leveraging KPIs and data narratives to highlight trends and business opportunities.

- **Monitor key metrics** and collaborate with internal teams to identify improvements in processes and data management.
- **Perform Web Analytics** to optimize digital campaigns and channels.
- **Analyze and optimize SEO** factors (keywords, strategies) to improve organic search rankings.
- **Manage and monitor digital campaigns** (Google Search Ads, Display, and Social Advertising) while providing continuous optimization recommendations.

WHAT WE'RE LOOKING FOR

- **Recent graduates** (or up to 1 year of experience) in Statistics, Management Engineering, or quantitative disciplines.
- Strong **teamwork skills** and the ability to collaborate with cross-functional roles (designers, marketers, developers).
- Knowledge of **ETL, quantitative models, data visualization, and dashboarding**.
- Ability to **communicate findings** and recommendations effectively to both technical and non-technical audiences.
- Familiarity with **SQL** and **R** (or Python), as well as **web analytics** tools (Adobe Analytics, Google Analytics) and **business intelligence** platforms (Google Data Studio, Tableau).
- **Curiosity, energy**, and a desire to innovate, bringing forward new solutions that drive team growth.
- Knowledge and hands-on experience with leading **LLM (Large Language Model)** solutions on the market.
- **Fluency in English**.

WHY JOIN US

- You'll be part of a **fast-growing team** with **significant opportunities for development** and specialization.
- Work on **innovative and challenging projects** alongside seasoned professionals in marketing, design, and technology.
- Put your **quantitative skills** into practice to make a strategic impact on high-profile digital campaigns.
- Experience a work environment that values **personal initiative** and encourages experimentation.

- Join a **young, dynamic** team that embraces new ideas and is strongly goal-oriented.

PREFERRED QUALIFICATIONS

- Experience with **SEMRush, Google Search Console, and Search Engine Reporting** tools (DoubleClick).
- Skills in designing and interpreting **statistical tests**, integrating data from various sources.
- **Basic knowledge of Google Analytics.**