

Senior MarTech Data Analyst - Salesforce Marketing Cloud

Job ID

REQ-10050087

Jun 06, 2025

India

Summary

Provide support on Marketing technology programs and products. Explore, evaluate, co-create, and implement a data driven approach to Campaign Execution.

About the Role

Location: Hyderabad #Hybrid

Key Responsibilities

- Partner closely with business teams to lead the design and optimization of marketing campaigns using performance insights, audience behaviours, and dynamic personalization to drive measurable business outcomes.
- Design, configure, and execute marketing campaigns with precision—ensuring timely delivery, quality control, and alignment with business goals across all stages of campaign lifecycle
- Design and implement measurement framework that track key metrics and performance trends and provide actionable insights to product leadership.
- Monitor Campaign Performance and Tracking, thereby create a feedback loop to improve segmentation, campaign design, digital production.
- Translate data insights into actionable recommendations to improve business processes, decision-making, product adoption and change management, and stakeholder satisfaction.
- Communicate findings effectively through visualizations (charts, dashboards, presentations) and executive summaries tailored to technical or non-technical stakeholders

Essential Requirements

- Proficient in analyzing complex data sets using Excel / SQL / Python / R.
- Hands on experience in computational techniques like correlation, multivariate analysis, decision trees, clustering, regression, ensemble methods etc. as part of day-to-day role.
- Skilled in presenting data insights and ML outcomes effectively through dashboards, slides, and visualizations, and articulating their business impact.
- Knowledge of Campaign Analytics, Funnel Analytics, Experience on Salesforce Marketing Cloud, Marketing Cloud Intelligence, Google Analytics would create an advantage.
- Understanding of Sales & Marketing processes in Pharmaceutical Industry would create an advantage.
- Passion for keeping up to date with the latest in marketing technology and digital marketing trends.
- Adaptability to learn skills or platforms on the go.
- Bachelor's / master's degree in business or technology / engineering.

Soft Skills

- Exhibit organizational agility, creativity, strategic & strong analytical thinking.
- Passion for solving business problems with data
- Dynamic, results-oriented team player who contributes positively to team success.
- Excellent presentation skills and storyboarding skills.
- Ability to operate effectively in an international matrix environment.
- Strong stakeholder management skills

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>

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Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Division

US

Business Unit

Universal Hierarchy Node

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

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 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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