

Tagging QA Analyst

Job ID
REQ-10051956
Jul 20, 2025
India

Summary

We are seeking a meticulous and detail-oriented Web Tagging Quality Analyst to ensure the accuracy and reliability of our web analytics and marketing tags. The successful candidate will be adept at using Tag Management Systems (TMS) such as Google Tag Manager to test, validate, and audit tagging implementations

About the Role

Key Responsibilities:

- Work closely with the analytics and marketing teams to provide insights derived from web tagging.
- Work on Web tagging implementation
- Implement and manage web analytics tools such as Google Analytics, Adobe Analytics, and other relevant platforms.
- Develop and maintain a robust tagging strategy using tools like Google Tag • Manager, Adobe Launch, or Tealium.
- Ensure the precise setup and configuration of analytics to capture essential data points.
- Utilize advanced analytics techniques such as attribution modeling, predictive analytics, and customer lifetime value analysis.
- Design and execute A/B and multivariate testing to optimize website elements and marketing campaigns.
- Stay current with the latest trends, tools, and techniques in digital analytics and data science.

Essential Requirement:

- Minimum 3 years in web analytics, tag management, and quality analysis, with proficiency in Google Tag Manager and other TMS tools.
- Strong understanding of web analytics methodologies, tools, and best practices, including proficiency with Google Analytics, Adobe Analytics, and similar platforms.
- Solid knowledge of HTML, CSS, JavaScript, and other web development languages and frameworks is a plus.
- Experience in conducting tag audits and troubleshooting tag issues to ensure data accuracy and integrity.

- Excellent attention to detail and organizational skills with a focus on accuracy and quality.
- Experience with tag auditing tools such as Google Tag Assistant or Observe Point is highly desirable.

Desired Requirement:

- Certifications in relevant areas such as Google Analytics Individual Qualification (IQ) and proficiency in Google Tag Manager
- Proficient in using project management software and analytics tools (e.g., JIRA).

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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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