

# Senior Analyst, Marketing Cloud Intelligence

Job ID  
REQ-10031004  
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India

## Sommario

We are seeking a highly-skilled and experienced Marketing Cloud Testing team to join our team Marketing Automation team who works closely with brand teams; understands various data sources, adept in building data ingestion pipelines, skilled in testing end-to-end data ingestion layers, data models and visualization dashboards based on previously built test scripts.

## About the Role

Location – Hyderabad #LI Hybrid

### About the Role:

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### Key Responsibilities:

- Build e2e test scripts for each release based on user epics across the data value chain – ingestion, data model and visualization
- Post development, run the test scripts using any of testing platforms viz Proton etc
- Document results and highlight any bugs / errors to development team and work closely with development team to resolve the issues
- Must audit technical developments and solutions and validate matching of source data with MCI
- Additional responsibilities may include creating and updating knowledge documents in the repository as needed.
- Work closely with Technical Lead and Business Analysts to help design testing strategy and testing design as part of pre-build activities
- Participate in data exploration and data mapping activities along with technical lead and business and DDIT architects for any new data ingestion needs from business along with Development team
- Build and maintain standard SOPs to run smooth operations that enable proper upkeep of visualization data and insights.

### Essential Requirements:

- Minimum of 3-4 years of experience in Dataroma / MCI as hands on developer Prior experience in any of visualization platforms viz Tableau, Qlik, Power BI, as core developer is a plus

- Experience of working on Data Cloud and other data platforms is a plus
- Hand-on experience in using any ETL tools such as Informatica, Alteryx, DataIKU preferred
- Prior experience in testing automation platforms preferred
- Excellent written and verbal skills. Strong interpersonal and analytical skills
- Ability to provide efficient, timely, reliable, and courteous service to customers. Ability to effectively present information
- Demonstrated knowledge of the Data Engineering & Business Intelligence ecosystem
- Salesforce MCI certification. Familiarity with AppExchange deployment, Flow, Aura component and Lightning Web component will be a plus

#### **Percentage of work:**

- 60% - MCI Testing – Build and execute test scripts for each release and maintain testing logs and resolve issues with development team
- 20% - Direct opportunities for optimizing testing scenarios and build test automations to build efficiencies.
- 10% - Provide inputs and participate in data explorations and data assessment activities as needed by business
- 10% - Participate in sprint planning and other program management activities and provide inputs to program team on status of development activities including risks

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Business Unit

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