Digital Platforms Business Analyst

We offer you the opportunity to become a Trailblazer.
A pioneer, innovator, lifelong learner, a mover and shaker.

The Company

Cobalto is growing fast in San Juan, Puerto Rico. We are a consulting company that uses Digital Marketing, CRM Technology and Advanced Analytics to help companies reach their sales, customer and ROI targets. Through partnerships with Salesforce.com and Microsoft, we implement technology that helps companies grow their businesses by strengthening customer relationships. Cobalto uses Analytics and AI, including bot technologies, to help companies understand and interact better with their customers.

Our team is a diverse mix of strategists, techies, analysts, creatives and client advocates who work together with one thing in mind: getting results for our clients. Our clients include local and multinational companies such as Banco Popular, Triple-S, Chubb Insurance and Plaza Las Americas, among others.

We are passionate about customer success. We believe in win-win relationships and creating value for our customers. Our culture is driven by continuous improvement and learning at all levels. We constantly strive to be better than yesterday. We understand that only through teamwork and the mix of our varied abilities do we help our clients succeed.

The Position

The Digital Platforms Business Analyst gathers user requirements, analyzes existing systems and processes and looks for ways to improve them, creates user stories needed to describe the intended user experience to the programming team, and works with team members to implement the changes all the way through testing, deployment and activation of the new system; monitoring of user activity, training and supporting clients as they use the new system for the first time.

Responsibilities

- Execute and maintain a range of CRM, digital marketing, and digital payments projects for multiple clients.
- Understand client processes and identify creative ways to leverage technological capabilities and other creative solutions to improve their processes with the best customer experience possible.
- Collaboratively work with clients, general account teams, creatives, developers and external vendors to determine project objectives and deliverables necessary to establish and manage project scope.
- Participate in concept development, end-to-end user experience design, and feasibility assessment.
- Analyze and assess existing business systems and procedures, making suggestions for improvements.

- Document detailed project requirements (business, creative, multimedia, technology, etc.) through working sessions and meetings with all departments.
- Create process and business flow diagrams, use cases, story boards, training documents and job aids for end users and business users.
- Collaborates with Programmer Analysts and other technical team members by implementing systems components using declarative or "click-to-code" tools, writing formulas and functions, troubleshooting and bug-fixing.
- Create test plans and test cases and assist clients in the user acceptance phase of the project by pre-testing and by coordinating tests with the client.
- Write and maintain program documentation needed for change management procedures and contribute toward end user documentation with appropriate use of grammar and syntax.
- Create training presentations and train client users after systems have been implemented.
- Communicate status of projects to manager and clients.
- Ensures that issues and risks are captured, documented, managed, escalated and resolved in a timely and effective manner.
- Maintain and effectively apply a strong knowledge of technologies and implementation considerations related to the delivery and operations of digital based solutions in a team environment.
- Support other Cobalto team members as required.
- Other tasks or assignments as required.

Qualifications

Bachelor's degree required, preferably in computer or information systems, engineering or a business administration (i.e. accounting, investments, economics or marketing).

Experience (3 years+) implementing and supporting CRM or marketing technology applications.

Certifications (one or more of the following):

- **Salesforce Administrator**
- **Salesforce Business Analyst**
- **Sales/Service Cloud Consultant**
- **Salesforce Marketing Cloud Consultant**

Skills

General

- Fluent in English (Spoken/Written)
- Process and Data Analysis
- Information Organization
- Communication
- Detail-Oriented
- Organization
- Project management

- Self-Motivation
- Service-Oriented

Preferred

- Business intelligence tools such as Tableau or Power BI
- SQL or other query languages
- Raw data formats such as Excel, CSV, JSON, and XML
- Microsoft Excel and Access
- HTML & CSS
- Markup languages used in project documentation
- Familiarity with Agile Methodology

  * Self-study is required however training for certifications is also provided.

You should apply if you want to:

- Acquire the skills most sought after: Cloud Computing, AI, Advanced Analytics, CRM, Digital Marketing
- Be part of the digital transformation of best-in-class clients
- Learn from a team that is experienced in new technologies
- Want to work in a local, fast-paced, entrepreneurial company that is growing locally and abroad.

Contact Us

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