

## **Business Systems Analyst (Marketing Technology)**

**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**

We're looking for a Business Systems Analyst, who is passionate, driven and who can balance working independently and with a team to achieve the client's goals. The Junior Systems Analyst designs, implements and maintains a range of systems that are required for marketing technology-based projects.

### **Responsibilities**

- Analyze and prepare data; create queries, reports, visualizations, dashboards and visualizations; create basic to advanced (i.e. data mining) formulas and algorithms; create data mapping specifications and assist team members with general database requests.
- Analyze and assess existing business systems and procedures, making suggestions for improvements.
- Create digital content using HTML, merge fields and other scripting language to create personalized user experiences in emails, SMS messages and landing pages.
- Create process and business flow diagrams, use cases, story boards, training documents and job aids for end users and business users.
- Create diagrams for technical users such as data flow, entity-relationship, sequence diagrams, wireframes and other visual aids used to communicate business requirements

- Understand client needs and identify creative ways to leverage technological capabilities and other creative solutions to meet those needs 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.
- Creates detailed project requirements (business, creative, multimedia, technology, etc.) through working sessions and meetings with all departments.
- Collaborates with Programmer Analysts and other technical team members by writing specifications, researching new system components, implementing systems components using declarative or “click-to-code” tools, writing formulas and functions, troubleshooting and bug-fixing.
- Actively participates in team QA by creating, prioritizing and assigning QA tickets, tracking progress, escalating when appropriate, and resolving issues by approval.
- Write and maintain program documentation and contribute toward end user documentation with appropriate use of grammar and syntax.
- 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.
- Communicates effectively with Cobalto’s clients, suppliers, partners and other Third Parties.
- 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.
- Assist the team in the creation and delivery of new marketing and product offerings and platforms.
- 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: Salesforce Marketing Cloud Administrator, Salesforce Marketing Cloud Consultant or Salesforce Marketing Cloud Developer**

## Skills

### *General*

Data Analysis  
Information Organization  
Communication  
Detail-Oriented  
Organization

Writing  
Project management  
Self-Motivation  
Service-Oriented  
**Fluent in English (Spoken / Written)**

*Preferred*

Microsoft Dynamics Marketing and Power Platform\*  
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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