

Cornett

JOB DESCRIPTION | Part-Time Data Analyst (Contract)

Overview

We are looking for a Part-Time Data Analyst to work closely with the Data Analytics Manager to measure campaign effectiveness, track key metrics, and deliver actionable insights. This is an entry level position 16–20 hours per week and is ideal for an analytics professional or specialist seeking flexible, contract-based work.

Responsibilities

- Gather, clean, and analyze data across digital channels (Search, Social, Web, Email).
- Monitor and report on campaign metrics, including key performance indicators (KPIs) and return on investment (ROI) while identifying trends and optimization opportunities.
- Site tagging and pixel placement checks to ensure accurate tracking.
- Contribute to testing/measurement plans with guidance from the Data Analytics Manager.
- Setup and maintain dashboards in Google Looker Studio.
- Prepare presentations and visual reports that communicate findings in a clear, story-driven format using pre-defined Cornett best practices.
- Provide QA support for data accuracy in campaign reporting.

Requirements

- Strong attention to detail and organizational skills.
- Hands-on experience with web analytics tools (such as Google Analytics (GA4) & Google Tag Manager (GTM)).
- Proficiency with spreadsheets and basic data visualization concepts.
- Eagerness to learn, take initiative, and contribute ideas.
- Ability to work collaboratively in a fast-paced environment.
- Keeps track of emerging analytics tools, trends, and technologies.
- Comfortable working with AI tools.
- Understanding of how analytics connects to creative and media decisions.
- Able to commit 10–20 hours a week (at least half during normal business hours).

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Details:

Reports to: Data Analytics Manager

Location: Hybrid: Lexington, KY and Remote (In-office expected initially).

Type: Part Time Contract (10-20 hours a week)

ABOUT CORNETT

A 5-time Ad Age Small Agency Award Winner. Named to the Best Places to Work in Kentucky list 6 years running.

We're a collective of fun-loving, intelligent, imaginative, driven and sometimes rowdy weirdos. Like any good Kentuckian, we're genuine and hospitable. We don't like big egos. We're open-minded. We play nice. We share. We're fostering a culture centered on inclusiveness, where all of our people can show up every day and be 100% themselves and feel 100% comfortable, celebrated and respected for the perspective they bring to CORNETT.

Our goal is to be an agency where any brand can come to us, with any audience and any challenge, and we're able to deliver and connect culturally beyond their wildest expectations.