

DB 041-14301

CRM Analyst- Columbus, OH

A marketing and database solutions company seeks a CRM analyst for the following role:

Provide insight into transactional, behavioral and demographic profile of consumer segment
Deliver analytical evaluation of marketing initiatives through data mining
Perform Market Basket, merchandise demand planning, segmentation and store clustering analysis
Evaluate the performance of direct marketing campaigns using statistical and financial models
Serve as a data consultant for the marketing database and aid internal and external client teams

The following skills are required:

Knowledge of customer segmentation techniques such as RFM, profiling and response / spend models
An understanding of retail financial analysis (i.e. Profit calculations, ROI)
An understanding of statistical methods such as lifetime value studies, regression, CHAID, cluster, time-series and other advanced statistical concepts
Basic knowledge of database software tools (i.e. MicroStrategy, SQL, MS Access and SAS)
Proficient with MS Office products including Excel, Word and Powerpoint
Excellent verbal and written communication skills

Qualifications:

Master degree preferred in business or quantitative field and/or equivalent knowledge and experience
2 years marketing experience; at least 1 year related database marketing experience; retail management or direct mail
1-2 years experience with database software tools (i.e. MicroStrategy, SQL, MS Access and SAS)
1+ years experience with MS Office products including Excel, Word and Powerpoint
Experience with Crystal Ball, Arena, or other simulation applications a plus

Salary: \$50-60K

Refer to Job# DB14301- and email MS Word attached resume to Donna Bacon,
donna@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Donna Bacon as your contact recruiter.