

Db 065-14679

Sr. Database Marketing Analyst- Chicago, IL

A leading distributor of maintenance & repair products, inventory control systems and engineering consultation seeks a dynamic professional to analyze marketing programs and assist in the development of new initiatives.

Duties:

- Analyzing the performance of completed and existing marketing campaigns
- Developing recommendations to optimize program results
- Designing test methods and building predictive models to help judge/forecast performance
- Reporting results and key learning to partners to help design & implement new marketing initiatives
- Establishing mailing parameters and developing criteria for list selection

Qualifications:

- BS (Marketing, Statistics, MIS or Economics)
- 5+ years of direct marketing experience
- Proficiency with SQL, MS Access & Excel
- Experience using statistical packages (SAS/SPSS, etc.)
- Experience using reporting packages, such as Cognos, Brio or WebFocus
- Understanding of various statistical techniques
- Excellent communication & presentation skills

Salary: to \$60K

Refer to Job# DB14679 - 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.