

HF 187-14249

Manager, Campaign Analysis-Memphis, TN

Fortune 500 industry leader in home services industry seeks Manager, Campaign Analysis at its Memphis, TN location. Key responsibilities include Conduct quantitative analyses of marketing campaign effectiveness to provide decision support for direct marketing strategies. Design and extract direct marketing campaign reports from raw data in operational source systems. Develop and implement good practices of business unit marketing reporting capabilities. Complete strategic analyses of acquisition, retention, LTV, and winback campaign metrics. Engage in *ad hoc* analyses and research whenever identified. Help build a new quantitative marketing group at a leading consumer services company.

Qualifications:

- Ability to consult effectively with marketing and IT personnel in each business unit
- Excellent data analytic skills
- Produce effective and organized reports
- Ability to describe implications for business processes of measurement results, and recommend change
- Willingness to work with variety of service-oriented business models and marketing organizations
- Facility programming SAS/Base and SAS/STAT
- Competence to construct efficient SQL queries with RDBMS and willingness to learn variety of computing platforms
- Cognos, Oracle or other RDBMS experience desirable
- 8 years' professional experience in a variety of quantitative marketing contexts.
- BA or Masters' degree in marketing, statistics, social sciences, or related fields.
- Prior consulting experience or high performance in a variety of business contexts is a plus.

Salary: \$70-90k + bonus

Refer to Job#14249- and email MS Word attached resume to Howard Fishman, howard@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Howard Fishman as your contact recruiter.