

Hf 197-14310

Analytics Consultant- Dallas, TX

Dallas-based full service direct marketing agency seeks an Analytics Consultant to join its Marketing Sciences (Consulting and Reporting) Department. Responsibilities include:

- Delivers analysis, insights and recommendations which enable continuous measurable improvement of Javelin's direct marketing campaigns
- Develops campaign test designs and learning plans and summarizes findings in executive summary documents.
- Presents design requirements, campaign results and key findings to internal/external clients.
- Consults in collaboration with Client Services team staff to identify client needs and define future learning objectives.
- Develops analytic job costs and timeline estimates for ad hoc projects.
- Drafts internal and external memos and POVS.
- Manages and mentors junior staff.
- Contributes findings, insights and campaign highlights for periodic client presentations and reviews.

Qualifications:

- Bachelor's degree in quantitative field required. Post graduate degree /MBA preferred.
- Strong statistics background with significant demonstrated experience using data analysis and manipulation softwares (SAS/SPSS and SQL preferred).
- Working knowledge of multivariate statistical techniques preferred (such as Discriminant analysis, Logistic regression, CHAID, Cluster analysis, Factor analysis, etc.)
- Significant knowledge of Direct Marketing techniques in experimental design, campaign tracking and reporting
- Excellent verbal, written and presentation communication skills.
- 5+ years work experience in marketing analysis.
- Tenacious in meeting deadlines, well organized, adept at managing peak workloads. Must have uncompromising personal integrity and high-level of respect for all individuals.

Salary: \$75 -80k

Refer to Job#14310- 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.