

HF 277-15353

Marketing Associate - Campaign Management

Chicago-area consumer financial services company seeks Marketing Associate to provide the data expertise and analytical support to identify/correlate appropriate market segment and campaign frame work to achieve portfolio marketing campaign objectives.

Responsibilities:

- Designs/codes marketing campaigns using Affinium and SAS coding tools to extract and manipulate data. Performs new campaign code development and existing campaign manipulation and maintenance.
- Identifies all necessary data elements for selection from appropriate tables and data sources.
- Tests coding results in 10 and 100% environments
- Presents results, works with marketing partners to tune and refine information and makes recommendations to improve campaign volume, results and to identify any discrepancies.
- Works with technology partners, across organizational boundaries to ensure campaigns are executed efficiently and accurately
- Validates results from nightly ETL (extract transfer and load) processes to ensure accurate data loads.
- Assists with test case development and user acceptance testing for new data elements, database upgrades and tool enhancement

Requirements:

- Bachelor's degree required. Concentration in business, marketing, information systems or quantitative economics, as well as an advanced degree preferred.
- Minimum of 2-4 years experience using SAS/SQL/Excel/Unica or other Campaign Management Processing Tools such as Affinium to extrapolate, manipulate and present data, preferably in credit card industry. General knowledge of marketing and finance principles.
- Knowledge and ability to apply one or more query language, preferably SAS and Affinium coding tools.

Salary: \$50,000 - \$65,000

Refer to Job#15353- 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.