

JV 390-14282

### Database Marketing Manager-Stamford, CT

Stamford based information technology firm is looking for a database marketing manager. This position will focus primarily on list development, segmentation and testing. Qualified candidates will have 2+ years in direct marketing or related field with superior analytical skills.

Other responsibilities include:

- Recommend list, targeting and testing strategies and work with Marketing peers to define and implement direct marketing campaigns.
- Develop and execute complex segmentation queries to support online and offline marketing activities
- Perform data-mining and in-depth analysis of databases to identify key customer segments and potential customer prospects
- Deliver in-depth analysis of marketing and campaign performance, audience trends and expense-to-revenue results
- Perform ad-hoc list requests and analysis as needed

#### **Qualifications:**

- 2+ years experience in Direct Marketing, Segmentation Strategy or Marketing Analysis
- Detailed knowledge of Microsoft Office suite - specifically MS Excel and MS Access
- Knowledge of SAS, SQL and marketing databases preferred

Salary: to \$60k

Refer to Job# 14282- attached resume to Jamie Voronkov,  
[Jamie@analyticrecruiting.com](mailto:Jamie@analyticrecruiting.com) or register online at [www.analyticrecruiting.com](http://www.analyticrecruiting.com) choosing Jamie Voronkov as your recruiter contact.