

JV_433_15546

Director of Marketing Analytics- Los Angeles

Suburban LA based Storage Company is looking for Director of Marketing Analytics

Specific responsibilities include:

- Analyze customer acquisition data and campaign performance
- Design, perform and present analysis using data from a variety of data sources to solve business problems
- Lead the database marketing responsibilities in statistics, data mining, advanced analytics and project management to support direct marketing initiatives and drive marketing strategy
- Design, conduct and facilitate quantitative analyses to support strategic and promotional decisions
- Track key metrics and identify trends/patterns that warrant deeper analysis
- Develop and coach team members tasked with designing and product analyses that answer complex business questions into actionable information

This position requires the following experience and qualifications:

- 2+ years applied analytical database marketing work experience
- SAS, SPSS and Microsoft Office proficiency
- Strong written and verbal communication skills combined with excellent presentation skills
- 3+ years of analytical/database marketing experience in a client-server environment
- Application of database marketing in the following areas: retail, finance/credit/banking
- Understanding of basic mathematical concepts (e.g., aggregate, average, ratio, distribution)
- Strong knowledge of marketing related concepts (e.g., segmentation)
- Marketing-mix modeling and/or other multivariate regression analysis

Salary: to \$125k

Refer to Job#15546-Sconsig attached resume to Jamie Voronkov, Jamie@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Jamie Voronkov as your recruiter contact.