

Lr 030-14596

### Senior Analyst-Los Angeles

Direct-Response Television Company seeks Senior Analyst responsible for analysis and planning to aid the VPs of Marketing in the evaluation of new business initiatives and cross-brand evaluation of script testing, retention efforts and new projects with responsibility to bottom-line performance. This position is a critical resource for quickly evaluating financial potential and bottom-line impact using facts, real results and forecasting and database tools. Channels include: DRTV, telemarketing, direct mail, ecommerce, partner programs, and alternative media.

This position will be responsible for working closely with Marketing to develop, implement and thoroughly evaluate marketing acquisition and retention programs from an ROI and LTV perspective across brands.

#### Requirements:

- BA/BS in Finance/Accounting/Statistics or other quantitative discipline (MBA preferred)
- 3-5+ years analytical experience. Overall marketing and/or business experience in required marketing field, preferably in direct response environment; working knowledge and scope of direct marketing dynamics, CMS, budgeting/forecasting and customer database management.
- Proficient with SAS, SPSS or other statistical software and Excel, Power Point, MS Access, Oracle
- Experience required:
  - developing, implementing and managing the use of statistical scoring strategies
  - with continuity programs
  - working with large database files and turning raw data into information
  - with fulfillment processes and accounting procedures (desirable)
  - Catalog experience (preferred)
  - Advanced database analytics (preferred)

Refer to Job# 14596- email MS Word attached resume to Linda Ryan, linda@analyticrecruiting.com or register online at [www.analyticrecruiting.com](http://www.analyticrecruiting.com) choosing Linda Ryan as your contact recruiter.