

OM- 196-14155

Senior Consultant- Chicago

The world's largest direct and relationship marketing agency, has an exciting opportunity to work in the Marketing Analytics department, for one of the world's premier brands. It is a full-time position at the Senior Consultant level.

Our goal is to have a measurable impact on client business by building their brand value through strategic plans that understand the consumer and tactics that match key objectives. The Marketing Analytics division supports these programs with market sizing, segmentation, profiling, measurement plans, ongoing tracking, test designs, ROI analyses, and predictive/propensity models.

The Consultant in Marketing Analytics plays a key role in meeting the agency's goal by handling the project design and management, participating in client management, providing guidance for junior staff and presenting findings to internal and external clients. This person will help develop measurement plans, test designs, and predictive models (including response, profitability, retention and segmentation models).

Required Skills:

- Educational training in business or quantitative analysis including both offline and online/interactive businesses
- 4-5 years experience doing market research, analysis, consulting and product management, including use of key software tools such as SAS/SPSS
- Strong analytic skills, including experience with profiling, segmentation, and predictive models
- Excellent written, verbal and presentation skills are needed along with strong interviewing and listening skills.

Competitive Salary

Refer to Job# 14155- and email MS Word attached resume to Orly Miller, orly@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Orly Miller as your recruiter contact.