

Om 202-13550

Online Analytic Consultant-San Francisco

SF office of premier agency seeks online analytic consultant responsible for developing and owning a range of reporting and analysis initiatives used to inform the client of the effectiveness of its online advertising. Responsible for project scoping and delivery efforts from project inception through final debrief, the Analytic Consultant will take point on defining and selling in analytic projects, performing campaign analyses, developing final campaign presentation materials and presenting results to constituents throughout the agency-client teams.

Responsibilities

- Effectively identify, prioritize and execute appropriate reporting and analytics projects within the client's online advertising campaigns. Serve as a key point of contact with clients in regards to the planning and delivery of analytical assignments
- Demonstrate a high level of professionalism, creativity and domain-specific expertise in the development and delivery of campaign performance measurement engagements.
- Elevate the caliber of analytic deliverables produced in support of online marketing efforts.

Qualifications:

- Three + years experience in online marketing/advertising analysis.
- Three + years experience conducting survey-based marketing/advertising research.
- Two + years experience evaluating response and non-response-based advertising performance.
- Ad reporting and tracking tools using Doubleclick and/or Atlas Solutions
- Site-side tracking tools, e.g. Omniture, WebSideStory
- Survey tools, e.g. Dynamic Logic, SuiteSmart
- Mastery of advanced Excel (including macros and pivot tables), Powerpoint and Word.
- Deep understanding of relational database technologies
- Fluency with SAS (and/or SPSS) and SQL preferred
- BA/BS required. MS/MBA preferred.

Salary commensurate with experience

Refer to Job# 13550- 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.