

OM 207-14501

Sr. Consultant/Consultant-San Francisco, CA

The (Sr.) Consultant in the Customer Insight Group (CIG) will be responsible for providing analytical support for the Client Service Team, and will increasingly be expected to deliver data-driven strategic marketing insights to the client. The (Sr.) Consultant will develop expertise in SQL, SAS, or SPSS to manipulate and analyze attitudinal and behavioral data in order to help achieve the clients' marketing objectives.

Core Duties:

- Plan, execute, and analyze online surveys using survey technologies
- Learn and deliver online customer analyses, such as: Customer Segmentation, Retention Analysis, Lifetime Value Analysis, Advertising Research, Brand Research, Site Utilization
- Manage client relationships and accounts within the context of CIG

Qualifications:

- Experience designing and/or analyzing surveys for advertising effectiveness research
- Experience cleansing, manipulating, and transforming data
- Adept at performing basic statistical analysis, such as calculating statistical significance, distributions, etc.
- Ability to identify the marketing implications of analysis results
- Strong written and verbal communications skills.

Education and/or Experience:

- A bachelor's degree in statistics, mathematics, or quantitative social sciences preferred.
- Expertise in statistical software such as SAS or SPSS is a requirement
- Expertise in creating presentations using Excel and PowerPoint is also a requirement
- Experience working with online survey vendors such as Factor TG or Dynamic Logic is a plus
- Experience manipulating and analyzing large volumes of data using SQL is a plus

Salary: \$ 70-120k

Refer to Job# 14501- 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.