

OM 208-14492

Manager, Marketing Analysis-St Paul, MN

Global financial services firm seeks Manager, Marketing Analysis in the St. Paul offices.

Responsibilities:

- Support the data requirements for the design, development, implementation and tracking of direct marketing strategies, including dealer and card holder activations, new account acquisitions and dealer incentives
- Monthly production reporting/web publication
- Design appropriate test/control strategies to effectively measure results
- Recommend future segmentation and modeling strategies to improve effective campaign targeting
- Use SAS to access and analyze detailed customer and merchant level information and analyze data, identify significant trends and make recommendations for business strategy development
- Present results to clients, senior management and peers

Qualifications:

- Undergraduate degree and 3-5 years experience in database reporting, analysis and segmentation
- Successful track record of initiating and integrating projects
- Proficient SAS programming skills in UNIX, PC and/or TSO
- Experience developing and presenting ideas

Desired:

- 3-5 years dealer experience in database segmentation and marketing
- 2-3 years in a financial services environment
- TSO and UNIX experience a plus

Salary: \$60-90k

Refer to Job# 14492- 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.