

Om 211-14608

Marketing Analyst-San Francisco

SF Bay Area money management firm seeks Marketing Analyst responsible for collecting, mining, segmenting, analyzing, disseminating and maintaining critical marketing information, while identifying new areas of opportunity for growth. This intelligence will enrich the decision-making process and provide vital input to future marketing initiatives. This position will be responsible for developing and implementing various response models using statistical software and analysis.

Duties:

- Mining and analyzing marketing data to uncover areas of opportunity.
- Recommend and implement data process improvement increasing efficiencies.
- Create new and enhance current reports relating to different marketing channels.
- Design and implement databases for use by Marketing and other departments.
- Work with department managers and IT resources re: database specifications and technical questions.
- Stay current and knowledgeable with technical tools, methodologies, third-party business intelligence software and techniques.

Qualifications:

- Professional experience using SAS and familiarity with data mining concepts and tools.
- BS/BA or above in statistics, applied mathematics or related discipline
- Background within marketing preferred.
- Minimum of 2 years professional experience with structured data modeling and relational database design.
- Demonstrated ability to perform multi-variable statistical analysis and response models.
- Excellent analytical and problem solving skills.
- Ability to work with large datasets in different formats.
- Excellent oral and written communication skills to be used in communicating recommendations and analysis to the Marketing team.

Salary: \$ 60-90k plus bonus

Refer to Job# 14608- 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.