

Om 222- 4417

Lead Marketing Analyst-Palo Alto, CA

Leading SF Bay Area Technology Company seeks Lead Marketing Analyst.

**Responsibilities include:**

- Develop plans and scope for marketing analysis
- Prepare and QC data for marketing analysis
- Build and maintain data feeds for marketing analysis
- Run scoring jobs for existing models
- Perform SAS programming
- Develop customer insights for all products and sales channels by customer segmentation and analysis

**Example projects include:**

- Build and implement regressions to predict and rank customer performance for marketing programs and direct marketing campaigns
- Build and implement regressions to predict a customer's next product purchase
- Develop and analyze customer lifetime value for customer segments
- Analyze retail purchase data to develop and predict store trade areas and sales on a regular basis
- Analyze and present retail trade area analysis and maps on a regular basis
- Determine control group sizes and perform backend analysis for campaigns and marketing programs
- Develop standard reporting for campaign and customer analysis

**Qualifications include:**

- Education background in Math, Statistics, Operations Research, or Social Sciences (BS degree required / MS degree preferred)
- Minimum of 6+ years experience in data analysis, statistical modeling, data mining for a direct or database marketing organization
- Demonstrated experience in building regression models or performing segmentation analyses
- Experience working with very large data sets of customer data captured across a variety of channels
- Experience with statistical tools (SAS/SPSS) and data access/preparation methods (SQL, PL/SQL) required

Salary: \$90-120k

Refer to Job# 4417-Sconsig and email MS Word attached resume to Orly Miller, [orly@analyticrecruiting.com](mailto:orly@analyticrecruiting.com) or register online at [www.analyticrecruiting.com](http://www.analyticrecruiting.com) choosing Orly Miller as your recruiter contact.