

## **Marketing Analytics IT Manager – Direct Hire - Minnesota**

There is an immediate direct hire opportunity for a BI Marketing Analytics IT Manager located in the Twin Cities area.

Our client is looking for a liaison between data analyst in business units and IT.

The BI Marketing Analytics IT Manager will become the Subject Matter Expert (SME) and will "own" the use of our clients in-house data analysis packages.

- \* Understand their capabilities and short comings
- \* Recommend when and why to perform upgrades or buy new or additional packages.
- \* Ensure that tools are employed when and where they can benefit the business.

The BI Marketing Analytics IT Manager will also perform in-depth data analysis as-needed to support key initiatives.

For Data Quality the BI Marketing Analytics IT Manager will be responsible for the following:

1. Propose statistically valid data quality metrics, ensure calculation methodology is correct and supports needed analysis. Assist Data Authority Team with trend analysis related to the metrics.
2. Assist DAT and data steward with root cause analysis, and continued metric development
3. Own the 'critical few' internal technical metrics for overall continuous improvement, data quality, and trending purposes.

For Marketing the BI Marketing Analytics IT Manager will be responsible for the following:

- 1) Become SME on functional capabilities of enterprise and/or campaign management tool. Serve as IT representative in selection process.
- 2) Propose statistically valid and meaningful metrics for success of marketing tactics and strategies for client scorecard. Ensure calculation methodology is sound and that data captured supports need for both long-term and short term analysis.
- 3) Help marketing analysts understand how to use our clients customer data in compliance with data privacy policies and procedures.
- 4) Serve as IT representative in creation and revisions of data privacy policies and procedures.
- 5) Understand hub functional capabilities and recommend marketing and service delivery strategies/tactics that use those capabilities.

## **Sr. Risk Analyst – Direct Hire - Minnesota**

As a Sr. Risk Analyst you will be responsible for helping manage the performance and credit quality of Bank Retail Products (Home Equity, Credit Cards, Unsecured Lines, Automobile Financing, Scored Small Business Lending, etc.) You will work independently preparing analyses that compares account performance against targeted objectives. You will be responsible for designing, collecting, and summarizing data as well as providing recommendations to management. You will also be responsible for developing presentations and communicating recommendations to management. You must have strong problem solving skills and the ability to work and interact with many different partners throughout the organization. We seek candidates with the proven ability to lead and who take ownership and drive results.

### Job Qualifications

- A Bachelor's degree in Accounting, Business, Mathematics, Economics, Information Systems or equivalent.
- 3-5 years of prior consumer credit risk experience
- Experience with Microsoft Office products including Excel, Access, and PowerPoint
- Proficient programming skills (SQL, SAS, SPSS).
- Strong written and oral communication skills
- Solid analytical and problem solving skills
- Detail oriented with the ability to drive solutions
- Advanced Degree preferred

**Risk Management Consultant – Direct Hire – Philadelphia, PA**

Job Description:

Support the Development of strategic financial models for Auto Finance group including product pricing models for loan and lease products, 3 year financial forecasting models, budget preparation models for the budget, and any profitability model used in providing strategic guidance and direction for the business unit. The new hire will support model development with documentation, validation and automation. Aside from supporting model development, the candidate should be able to interpret the results and develop appropriate strategies for individual segments within the portfolio.

Minimum Qualifications:

The candidate should be business savvy and possess solid business knowledge. Strong analytical skills are required. 1-2 years of Public Accounting experience with big 6 firm or 2-3 Years of financial modeling and analysis experience in a consumer lending business. Any experience in risk management and/or auto finance business is a plus. Programming skills, SAS and SQL are preferred. Must be an expert in excel. The candidate must have a college degree, MBA and/or CPA preferred.

## **Sr. Marketing Analyst – Direct Hire – Central Ohio**

Description of Principal Duties and Accountabilities:

Responsible for transforming data into data-driven strategies that improve profitability.

- Act as an analytical consultant providing Marketing/Sales guidance on test design, measurement, analysis, and modeling
- Develop thorough understanding of each client's business model, product offering, financials, and value added proposition
- Leverage client knowledge, internal customer information, and external data to continuously refine data-driven Marketing strategies
- Design testing strategies and prepare results for direct mail campaigns, application contests, in-store promotions, and other marketing efforts
- Develop presentations for marketing analysis initiatives including strategic recommendations and cost/benefit analysis
- Lead both analytic process improvements and marketing investment optimization
- Manage workflow and on-time delivery of all requests/projects

Oversee and partner with external analytic team on program execution, analytics, modeling, and reporting

### **Qualifications Required:**

- Bachelor's degree in a relevant field
- 7-10 years progressive growth experience in a marketing-driven business
- Ability to develop hypothesis, analyze, and concisely communicate findings both verbally and in writing to non-technical audiences
- Extensive familiarity with analytics, modeling tools, statistical techniques, and segmentation/targeting strategies using performance, credit bureau and demographic data
- Demonstrated experience programming with statistical and database software (ie. SAS)
- Solid understanding of direct marketing strategies that improve customer acquisition and retention
- Experience with both consumer and business marketing analysis preferred

## **Predictive Modeling Analyst – Contract - Minnesota**

We have an immediate contracting need for a Predictive Modeling Analyst position in the Twin Cities area.

The successful candidate will perform data analysis, data mining, reports, and create predictive models using SAS to support marketing needs. The client is looking for someone who has been instrumental in building predictive models, extracting the data and doing the sampling. Our client would prefer experience in direct marketing, modeling, segmentation, customer valuations metrics and must be comfortable working with large datasets.

The client's environment and culture is fast paced, hip and cutting edge and that is reflected in the work that is being done.

A BA is required, Masters is preferred.

3+ years SAS, SPSS or related experience required.

3+ years UNIX

3+ years SQL

Past working experience in retail, direct marketing, financial and or Dot Com is preferred.

If interested please contact

Bo Lewis

Sr. Recruiter

Pacioli Companies - SAS Alliance Silver Member

612-333-9900 x 121

<http://www.pacioli.com>

[bo.lewis@pacioli.com](mailto:bo.lewis@pacioli.com)

Please go to [www.pacioli.com/jobboard.cfm](http://www.pacioli.com/jobboard.cfm) to view all of our current openings.