

Rr 570-2596

Senior Analyst- Database Marketing Group

The Senior Database Analyst in Strategic Services is responsible for focused analytic work delivering client solutions in an ever-changing work environment. He/she will work with and on behalf of agency clients to develop and execute data-driven marketing strategies. Experience in business-to-business and technology marketing is a big plus.

Specific responsibilities:

- Evaluate clients' business objectives to determine appropriate database marketing solutions, define project objectives and develop work plans.
- Help develop budgets for database and analytic components of client proposals
- Provide project leadership to project teams
- Work closely with internal departments to ensure full integration
- Participate in New Business development activities
 - Analytical Services (program effectiveness, customer profiling, program development planning, profitability analysis)
 - Statistical Modeling and Segmentation Analysis
 - Database Development/Management
 - List Management
- Select, coordinate with and manage service bureaus that are maintaining client databases

Technical Skills:

- 3-5+years experience in database marketing, relationship marketing, or data management- Analytical background required; MBA a plus
- Software tools and applications experience (SAS - a must, Visual Basic, etc important.)
- Solid understanding of all aspects of database marketing with hands-on expertise- Ability to communicate technical concepts and ideas to non-technical audience
- Ability to translate broad marketing strategies into technical applications- Solid understanding of direct marketing economics

Salary: \$70-85k

Refer to Job# 2596- email MS Word attached resume to Rita Raz, rita@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Rita Raz as your contact recruiter.