

RR 572-14758

Analytics Consultant- Seattle, WA

Opportunity with Top Tier ad agency Seattle-based office. The Analytic Consultant is a key member of a specialized team that works onsite at our clients offices functioning as part of their analytics team and collaborates with our 2 analytics centers in Seattle and NY. Combine in-depth real-world expertise in formulating and performing data mining, reporting, analytics, predictive modeling, segmentation to achieve measurable gains for our client's relationship marketing activities

This position requires a minimum of three to five years deep hands-on experience in analytics; statistics, database marketing, campaign management; business intelligence; data-flow analysis, database and data mapping.

- Proven track record over 3-5 years
 - In the development and application of analytical modeling of customer information and the use of regression, factor and cluster statistical techniques for segmentation, response, attrition, retention, and profitability analysis;
 - Deep immersion and mastery over SAS; SQL Server; DTS in developing complex analytical models
 - Expert knowledge of direct marketing strategies, tactics, methodologies, tools and production for both the B2B and B2C environments
 - Full life-cycle analytic experience
 - o Develop and implement research methodology / analytic framework
 - o Data sourcing - coordinate data feeds and updates
 - o Data preparation
 - o Data analysis/Modeling
 - o Data Reporting
 - o Conclusions/recommendations
- Demonstrated consultative capabilities

Salary: \$80-120k

Refer to Job# 14758- 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.