

Marketing Evolution, Inc.

Position: Marketing Modeler/Analyst

Location: New York, NY

Company Overview

Marketing Evolution, founded in 2000, is a full service provider of custom marketing ROI management and optimization solutions. We help a broad set of high profile clients more confidently and effectively measure the impact of their marketing efforts, make marketing decisions, meet business objectives, and improve marketing ROI through the use of leading-edge market research, consulting services, and decision support tools and systems.

Position Profile

This is an entry/mid-level position in the field of marketing analytics with excellent growth opportunity. We are looking for a quantitative individual with experience in database programming and an interest in marketing/media to join a small team of marketing scientists (majority PhDs). Company headquarters are in California and New York.

This individual will work directly with the Directors of Client Engagement, Product Management and web developers to create models using a visual software package. Candidate should have experience gathering, interpreting, and translating business requirements into software and workflow. Our work environment is entrepreneurial and hardworking, but also fun and casual, with some flexibility to work from home.

Primary Responsibilities:

- Developing Excel and web-based software solutions for Fortune 500 clients
- Programming decision models in Analytica (a visual software environment)
- Gathering, interpreting, and manipulating data from external (e.g. client/syndicated) and internal (e.g. survey research) sources

Desired experience and qualifications:

- 1-3 years' experience in business analytics, web analytics, or similar field
- Database/SQL experience required, as well as proven ability to work closely with software and web developers
- Ability to tackle complex business questions, mine data, and generate business relevant insights that are communicated in a simple to consume and thorough fashion
- Advanced Excel skills including pivot tables, vlookups, index/match, macros/VBA
- Outstanding communication skills
- Well-organized and resourceful, with strong attention to detail and willingness to go above and beyond to get the job done
- Thirst for learning and long-term career growth and success

While media and/or marketing/customer analytics exposure is certainly a plus, more than anything we are looking for extremely smart, intellectually curious, highly motivated team members that fit well within our ethical, disciplined and fun team and working environment.

Compensation level will be competitive and commensurate with experience, qualifications, and capabilities. Qualified individuals should submit a resume and cover letter to: **analyst@marketingevolution.com**