

Marketing Analyst

Giant is looking for a talented Marketing Analyst to join our team. This person must have a passion for data and translating it into actionable insights, taking initiative, and be ready to hit the ground running in our fast-paced, hands-on environment.

Responsibilities

- Coding and tagging: establish codes, tags, and other appropriate technical solutions to ensure tracking data is captured.
- Data manipulation: manage data, including extracting, reformatting, validating, and other tasks of data management. Data may come from internal or client databases, or public sources such as blogs. Search or site traffic statistics may also need to be gathered.
- Data analysis: perform statistical tasks, from simple counts and distributions to cluster analysis, regression, tests of significance, and others, as warranted.
- Model development: depending on the analyst's skills, the agency may be able to perform model development in-house, rather than outsourcing. The analyst should be able to provide input into model development, if they are not developing the models themselves.
- Presentation development: working with other staff, the analyst should be able to turn raw analytic data into internal agency and/or client presentable concepts, findings, implications, and recommendations.
- Integration into proposals: help define and articulate ways analytics will be incorporated into all digital proposals.

Qualifications

The ideal digital marketing analyst would bring hands-on experience in many of the following areas:

- Direct experience with or working knowledge of various industry standard tools, such as Google Analytics, Omniture, Crystal, Webtrends, Coremetrics, and Hitbox
- Uploading and managing display ad campaigns, including work with different ad-serving vendors, such as DART, DoubleClick, and Atlas DMT
- Search analysis, including optimizing keywords
- Traffic pattern analysis, both on-site and across different sites in an ecosystem
- Facility with one or more basic statistical analysis packages, such as SPSS and/or SAS
- Specific experience tracking and reporting on CRM programs, online sentiment analysis, user satisfaction, and social graph analysis (highly desired)
- Experience with research tools, such as experience with Dynamic Logic, Insight Express, or Factor TG, is desired

Qualified applicants should send a cover letter and resume with "Marketing Analyst" in the subject line to jobs@giantsf.com.

