

StratMarketing Group (SMG) is looking for a technical and analytical thinker that enjoys marketing. You'll be tasked with becoming a "subject matter expert" in various marketing analytics tools/software and providing information and insights regarding your client's programs and their target audience including; RFM analysis, channel and campaign effectiveness, and ROI analysis. You'll also be comfortable managing multiple client's projects and capable of communicating with a varying range of technical and non-technical contacts.

Responsibilities Include:

- Becoming a subject matter expert for online Marketing Analytics tools (i.e. Radian6, Marketing Automation Platforms, Google Analytics, SFDC...) and apply this knowledge to
 - Create baseline reports and analyze a client's existing marketing programs and prospect databases
 - Create and provide on-going analytics dashboards to review the effectiveness of the campaigns StratMG is running for their clients and
 - Interpret findings to provide clients with an overview of the impact of campaigns and recommendations based on the findings
- Taking a proactive approach to maintain outstanding client relationships
- Utilizing project management skills to ensure projects and assigned tasks are delivered on time
- Provide prompt, courteous service to all clients via email, phone, and in-person
- Apply critical thinking and problem-solving skills to
 - Fulfill client's needs and create best in the industry marketing dashboards
 - Research trends, best practices, and additional tools and functionalities to further develop our marketing analytics expertise and service offerings
- Coordinating multiple projects/clients simultaneously
- Gathering marketing analytics requirements and transforming them into clear and concise specifications.

Required Skills:

- Project and time management skills in an environment where you will be managing several projects/clients – ability to prioritize tasks and meet tight deadlines (comfortable with 40 new emails in your inbox at any given time)
- Must be a quick learner, self-starter - ability to work with minimal supervision in fast-paced environment
- Strong Analytical Skills (problem solver) - ability to apply creative and alternative solutions, anticipate clients needs, and offer custom solutions that fit with their business
- Excellent verbal, written and interpersonal communication skills - ability to communicate well to both team members, management and clients who are at different business and technical knowledge levels.
- Teamwork skills - ability to work with group members across the globe, be flexible, and willing to share workloads
- Proven customer service experience
- Experience using analytics software
- MS Office Proficient
- 4 Year College Degree - Emphasis in MIS, finance or marketing is a plus