

## **MARKETING ANALYST II**

### **Role Summary**

For our analyst team, we're looking for someone who is skilled working in Excel. We're seeking a motivated person who wants to learn, build, and grow into an experienced analyst.

Being analytically minded is a must and you must have a passion for solving problems through data and reporting.

### **Responsibilities**

Design, conduct, and facilitate quantitative analyses to craft and support client marketing recommendations.

Update, analyze, and issue weekly/monthly/quarterly tracking reports for our clients.

Evaluate and provide recommendations for the following: acquisition and retention offers, cost structures, new product development, media spending, and cost efficiencies.

Analysis will include, but is not limited to, tracking, reporting and evaluating front-end performance, breakeven analysis of campaigns, pro-forma P&Ls and tracking brand sales, returns, cost, etc. pertaining to budget and actuals.

Identify levers to improve performance of tests and campaigns.

Develop well-structured, layered conclusions to analysis.

### **Qualifications**

Must be skilled in Excel and have working knowledge of Microsoft Office.

You should have excellent analytical and communication skills with the ability to internally and externally effectively communicate concepts both verbally and in writing.

Be able to manage multiple requests, multi-task, and deliver requested work on time.

Must be detail-oriented with excellent follow-through abilities.

Professional attitude and able to maintain confidentiality.

Bachelor's Degree in Finance, Marketing, or Accounting.

## Qualifications, Continued

1-3 years full-time experience in Finance or Marketing analytics

Experience with direct to consumer marketing is preferred.

Continuity, Club Membership, and/or Subscription experience a plus.

Experience with Business Intelligence tools like COGNOS or DOMO; Smart View, Essbase a plus.

## If You Think We've Just Described You, Please Send The Following:

A cover letter that reflects your personality and briefly describes your interest in Directade

Your resume

Please submit your cover letter and resume to [ed@directade.com](mailto:ed@directade.com).

To learn more about Directade visit [directade.com](http://directade.com)

## About Directade

Directade was founded in 2015 by two Direct Marketing experts who saw the opportunity to provide premium marketing analytics to Direct To Consumer (DTC) start-up and enterprise clients.

Working at Directade is your best way to learn about the Direct-To-Consumer and Subscription marketing sectors. You'll take an active role as we provide premium marketing and analytical services to our current clients and help as we develop relationships with new ones. We are a team of fun, passionate marketers and analysts, and you'll love working in the heart of Silicon Beach literally steps away from the the iconic Venice sign and beach!

We value being collaborative, team-focused, and always willing to help others. We're a small organization and we all contribute to the success of the agency. There are no egos here.