



## SENIOR MARKETING DATA ANALYST

The Senior Marketing Data Analyst is part of the data team and will work alongside the account management team, using cutting-edge technologies and predictive analytics to produce solutions that achieve clients' business goals. This data analyst will work in SQL, Tableau and SAP Data Services, blü's ETL standardization and matching software, to provide insights on marketing campaigns (direct and digital) and ways to leverage data to grow clients' bottom lines bigger. Utilizing their understanding of control groups, lift and overall data design to a flowchart, the Senior Marketing Data Analyst will bring proactive data solutions, opportunities, and findings to the team. This data analyst should be comfortable presenting to and leading the internal team as well as taking part in presenting to clients.

### Responsibilities

- Analyze customer data to optimize ROI
- Build customer segmentations based on channel and product preferences
- Build marketing campaigns using SQL, Tableau and SAP
- Analyze marketing campaigns
- Develop dashboards in Tableau to visualize and highlight marketing KPI trends
- Provide ad-hoc analytic support, leveraging customer marketing databases
- Advise senior management and clients on the best ways to use provided data

### Requirements

- 3+ years in marketing or related field
- 3+ years in a data analyst role
- Strong SQL skills (2-4 years minimum)
- Working knowledge of Tableau
- Working knowledge of SAP Data Services would be a plus
- Ability to work in a fast-paced, agile environment over multiple lines of business
- Strong communication and presentation skills
- Strong analytical and critical thinking capabilities

### Next Steps

Please submit your resume to [hr@reflexblu.com](mailto:hr@reflexblu.com). Partial or incomplete applications will not be considered.