Analyst, Growth Strategy:

The Role:

The Analyst, Growth Strategy will join an entrepreneurial, analytical marketing team focused on accelerating growth. This person will support strategy formulation and execution to drive top-line growth via new customer acquisition. As a part of the Growth Strategy team, this role will also gain exposure to technology, media, advertising, retail and fashion, a focus on learning and professional development with experienced managers, and, lastly, fun team of analysts and managers who enjoy working together.

What you’ll accomplish:

- Support multi-million-dollar marketing campaigns, focused on acquiring new customers
- Develop deep understanding of one or more online marketing channels and monitor channel performance metrics
- Help formulate and execute marketing strategies to achieve business goals
- Analyze large data sets to identify opportunities and optimize campaigns
- Partner with innovative digital marketing companies (e.g., Facebook, Google, emerging media and ad-tech players) to utilize new tools, techniques and advertising strategies
- Collaborate with internal stakeholders across Marketing, Creative, Product Management, Technology and Buying/Merchandising to develop strategies and guide execution
- Contribute to the overall customer acquisition marketing and growth strategy

THE RIGHT FIT:

You have...

- 0-2+ years’ experience in strategy consulting or investment banking
- BS/BA in Economics, Mathematics, Engineering, Business or other concentrations with significant quantitative focus
- Track record of high achievement as demonstrated by GPA (3.5+) and professional trajectory
- Strong interest in retail and e-commerce
- Exceptional analytical horsepower and data-driven problem solving skills
- High tolerance for ambiguity with proven ability to drive to action
- Ability to multi-task and thrive in a dynamic, fast-paced organization
- Excellent communication and interpersonal skills
- An innovative, positive, and self-directed attitude

Bonus points for...

If you’ve got everything going on above, you’re already a strong fit. If you have the following too? You earn some extra credit from us.

- Prior experience in e-commerce or retail industries
- Experience managing a budget and knowledge of P&L best practices
- Experience using BI/visualization tools (Excel, Tableau, Spotfire, Qlickview, etc.)
- Design of experiments and measurement in marketing

ABOUT US:

Rue Gilt Groupe combines world-class merchandising, technology and marketing to create the most engaging and satisfying online shopping experience available. Each day, 20+ million loyal members turn to Rue La La and Gilt Groupe for everything from women, men and children’s apparel and accessories to home décor and exclusive experiences. Our approach to retail brings excitement to online shopping in a way that not only strategically supports our brand partners, but also inspires our members daily.

This Company is an equal opportunity employer and selects individuals best matched for the job based upon job-related qualifications regardless of race, religion, color, creed, sex, sexual orientation, age, ancestry, national origin, gender identity, genetic information, disability, pregnancy, veteran or military status or any other status or characteristic protected by law.