Senior Data Analyst:

We’re looking for...

A Senior Marketing Analyst to join our Marketing Analytics team and lead efforts to solve some of the most analytically complex questions in a fast-growing ecommerce company leveraging the trove of online data from our 20M members. Experience in problem solving in a consultative setting, marketing analytics and understanding of how data drives business strategy is ideal. Experience in the ecommerce industry is helpful. We are looking for an innovative, positive, self-directed team player who is passionate about “figuring out” solutions to problems or methodology for improved deliverables.

You will…

• Drive marketing strategy and initiatives with data and analytics
• Work with cross functional teams and influence business stakeholders with analytics
• Manage multiple analytics projects while contributing to them independently and as a team
• Translate complex analytics tasks into concise and easily consumable outputs to help business stakeholders make data driven decisions
• Design, test and measure marketing experiments with metrics and statistical rigor
• Deliver standard marketing analytics outputs such as forecasting, customer segmentation and business impact valuations
• Design and implement reports/dashboards for the consumption of business stakeholders
• Tell a compelling story with data and analytics to a non-technical audience
• Develop consistent approaches and methodologies, automate repeatable tasks and drive process efficiencies

THE RIGHT FIT: You have...

• Required: Database querying using SQL (or similar query language)
• Required: BI/visualization tools (Excel, Tableau, Spotfire, Qlickview, etc.)
• Preferred: Hypothesis testing and basic statistical principles
• Education: Major in business analytics, economics, statistics or similar business facing quantitative fields
• Working knowledge of databases and data warehousing techniques
• 3+ years’ experience in data analysis in consumer/retail marketing analytics/ data mining

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.

• Statistical sampling techniques
• Design of experiments and measurement in marketing
• Familiarity with source control and version management tools such as Git-Hub

About the Marketing Analytics Team:

Our Marketing team is extremely data savvy and analytical. We truly believe in the value of data and its power in driving our business goals. We certainly love geeking out on data, but are equally skilled at belting out a capella tune!

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.