

# A Q U E N T

817 West Peachtree Street

Suite 925

Atlanta, GA 30308

for more information on this position please call Allison Parra at 404.222.9600

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> General Description of Contract Position:

> Data Analyst Manager who has extensive knowledge and understanding of  
> provided reporting and analytic support for Consumer Relationship Marketing  
> (CRM) programs in a Digital Marketing environment. This role will act as an  
> insightful analyst and a data reporting manager for 2 programs. Candidate  
> must demonstrate experience in developing/communicating reporting and  
> analytic requirements, creating the reporting/analysis using a combination  
> of Business Intelligence Tools (Business Objects preferred), Excel and  
> Powerpoint and deriving insights from the analysis/reporting that will lead  
> to optimization of the Marketing tactics and CRM strategies.

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> Responsibilities:

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> Develop and manage overall direct consumer data strategy, data collection  
> and reporting approach for specific programs  
> Develop requirements for Program production reports including email and site  
> reporting – communication those requirements to third party vendor for  
> development and/or personally develop the reports  
> Analyzes nationwide reporting to glean insights developed to enhance CRM  
> initiatives  
> Pro-actively provides recommendations to team based on marketing data  
> analysis and communication execution results analysis  
> Identifies Blended Data Opportunities  
> Manage larger team analytics team to ensure reports are delivered on time  
> and include the necessary insightful analytics where appropriate  
> Performs basic adhoc reporting occasionally

> Required Experience:

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> Business Objects

> WebTrends

> Excel

> Powerpoint