



Strategic Marketing Analyst

We believe that digital transformation can be a force for good, improving the lives of everyone involved. To achieve this mission, we rely on a team of techno marketers that know Salesforce. We have been a Salesforce partner since before there was an ecosystem and have been privileged to help some of the world's most celebrated brands on their path to digital transformation.

At ListEngage, we believe that talent trumps location, and that communication, respect, and team work are the values that enable us to deliver for each other, our stakeholders, and our customers.

We are currently seeking an experienced Strategic Marketing Analyst, who will be a key owner in the development and execution of marketing reporting and analytics, serving as a strategic thought partner to the Sr. Strategic Consultant. The role will work independently and as part of a team to answer critical digital marketing questions through analyses and translate data into meaningful information that drives results. This position will play a pivotal role in the assessment, validation, and results realization for a large enterprise client.

What we are looking for

- Knowledge of email marketing KPI's and ability to communicate intricacies of reporting data
- Experience of industry best practices for evaluating email campaigns and reporting results
- Proven ability to simultaneously manage multiple projects/campaigns
- Excellent oral and written communications skills
- Bachelor's Degree in mathematics, statistics, economics, finance, business, or related discipline or equivalent analytics work experience
- Advanced proficiency with Microsoft Office Applications (Excel, Word, PowerPoint, etc.)
- Positive, customer-centric attitude

Preferred experience

- Experience in Salesforce Marketing Cloud
- Familiarity with Tableau, Datorama, and other data visualization tools
- Experience in a professional services agency or consulting environment
- Knowledge regarding email deliverability and inbox placement

What You Will Be Doing

- Translate email insights into data-guided decision making.
- Make focused, strategic recommendations for email marketing campaigns or initiatives that maximize acquisitions for our clients.
- Create reports, dashboards and ad-hoc analyses based on data from various platforms.
- Provide strong, clear, and analytical recommendations on the effectiveness of our promotions, retention efforts across a variety of campaigns
- Draw actionable insights and "tell a story" from the raw data

- Provide optimization recommendations based on the data, build presentations with consumer experience insights, and share with key stakeholders
- Turn ambiguous questions into clear analytical problems, and solve them using data
- Proactively identify critical business questions, conduct analyses related to a range of unique business questions, interpret the data in a meaningful way, and translate the information into "marketer-friendly" results
- Collaborate with strategic team to perform analytics and make recommendations regarding strategy throughout the campaign planning and execution process
- Form hypotheses and synthesize fact-based conclusions into recommendations including preparation of materials (client-facing PowerPoint and dashboard documents)
- Understand key digital marketing and business targets/metrics and analyze results; assist in providing recommendations to ensure key targets/metrics are met or exceeded

Work Location

- Remote

Benefits

- A retirement 401k plan with match
- Competitive Medical, and Dental
- Voluntary Vision & Supplemental Life
- Employer-paid Life, Accidental Death & Dismemberment and Long-Term/Short-Term Disability Insurance
- Generous PTO, Holiday, and Sick Time Benefits
- Flexible Spending Reimbursement Accounts (Health and Dependent Care)
- Employee Referral Program
- Work-Life balance
- Annual performance Bonus

If you're interested, so are we! At ListEngage, we aim to change the world by challenging the traditional consulting model by building a flexible, delivery focused organization that can deliver on the promise that we have made to each other. We are an equal opportunity employer and love diversity at our company! We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status. If interested, please apply via the "Apply Online" button under the job posting or send us your resume to careers@listengage.com