

Data Scientist: Marketing

ABOUT SCALE MARKETING:

Scale Marketing is a collective of professionals who bring unique business and media experience together to drive client success. We dive into our client's customer data and historic media buys to understand where a business has been and optimize strategy to bring it closer toward where the client wants to go. We buy media strategically and efficiently, and produce creative work designed to meet specific KPIs. With robust data and analytics expertise, Scale's job is never done – we are constantly testing, analyzing, updating and optimizing based on how business flows.

Nimble and transparent, we make our clients' dollars go farther and be more effective than they ever have. That approach has been paying off, because we've been growing. We attribute our success to the way we treat our clients and each other, and we are always looking for subject matter experts to join our team.

Marketing Data Scientist

Successful, smaller to mid-sized, multi-location marketing agency seeks a driven, energetic, inspiring, creative and entrepreneurial individual who wants to join a team of high-performing professionals.

Ideal Candidate Experience Should Include:

- Bachelor's or Master's degree in mathematics, business, statistics, economics, computer science or equivalent combination of education and experience.
- Minimum of 3 years of directly related experience and strong proficiency of predictive modeling techniques, test/learn, customer segmentation, MTA and/or mixed media modeling.
- Successful track record of applying complex analytics techniques in a consumer marketing environment.
- Strongly motivated to be a player in a team which is constantly working to improve themselves through discovering new analytics techniques and software tools to improve the quality of our work.
- Superior research, statistical, analytical, processing and mathematical skills with ability to structure and conduct analyses.
- Knowledge of digital marketing principles such as funnel optimization, UX, SEO & Landing Page optimization & experience in running A/B tests for campaigns and deriving customer insights.
- Proficiency in Microsoft Office Suite, SQL, and at least one of the following: SAS, R, Matlab, and/or Python.
- Strong verbal and written communication skills; ability to present complex information in an easy-to-understand manner with clear recommendations based on data insight.
- Adaptability and the capability of multi-tasking and strong time management.
- Attention to Detail, Confidentiality, Thoroughness, Decision Making, Independence, Analyzing Information, Results Driven.

Roles and Responsibilities Include:

Mixed Media Modeling and Multi-Touch Attribution

- Develop and maintain multi-touch attribution models across digital and non-digital marketing channels.
- Estimate causal impact of marketing activities on financial outcomes in the short and long term.

- Integrate Marketing ROI models with multi-touch attribution models (e.g., consistent media taxonomy, rationalize ROI estimates).
- Prepare quarterly media optimization scenarios to inform media plans, financial forecasting, and target areas for efficiency gains.
- Provide insights to marketing and channel leads on cost to acquire, value of digital engagement, and cross-channel impact of media.
- Ensure high quality inputs into media mix models including accurate media spend by market, pricing/promotion position, competitor spend, and channel support.
- Establish and maintain expert knowledge of the latest methodological innovations in marketing mix modeling.

Customer and Audience Management

- Develop and maintain comprehensive customer segmentation models and recommendations for key focus segments.
- Identify targeted audiences to optimize marketing communications for digital media, on-site personalization, and one-to-one marketing (e.g., email, SMS, and direct mail) leveraging transactional data, online-browse behaviors, and 3rd parties.
- Develop thought leadership on best variables and fields to define key audiences for customer glidepath management efforts.
- Partner with IT to build, manage, and refresh audiences in relational databases and campaign management platforms to execute segmented marketing programs.
- Lead deep dives to identify highest performing audiences in digital media, on-site personalization, retargeting, and one-to-one marketing campaigns.
- Develop audience targeting plans for media buying, on-site personalization, and one to one interaction.
- Collaborate with vendors to build audiences in external databases and systems (e.g., DMP, third-party demographic data, etc.).
- Execute ad-hoc analyses as requested by leadership for development of segmented contact strategies. Create and maintain reports detailing performance of key audiences and communicate results to key stakeholders
- Data Insight and Predictive Analysis

Customer Reporting

- Preparing source data for computer entry by compiling and sorting information; establishing entry priorities via Excel, text files, and other possible data formats.
- Processes documents from multiple sources by reviewing data for deficiencies; resolving discrepancies by using standard procedures and coordinating with internal teams for resolution.
- Maintains data entry requirements by following data program techniques and procedures.
- Verifies entered customer and account data by reviewing, correcting, deleting, or reentering data; combining data from both systems when account information is incomplete; purging files to eliminate duplication of data.
- Producing campaign reports and analysis for all relative mediums.
- Supporting Media Operation and Account Executive team for ad hoc analysis/report assignments

- Maintains customer confidence and protects operations by keeping information confidential. Tests system changes and upgrades by inputting new data; reviewing output.
- Secures information by completing data backups.

Additional Details:

- Full time in Chicago
- Salary commences with experience