

Business Intelligence Analyst

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.

Business Intelligence Analyst

Successful 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.

THE ROLE

- Lead multiple client analysis day-to-day, in collaboration with Strategists and Leadership to help clients make optimal decisions based on trends and insights.
- Manage client reporting delivery: align project timelines, assist key client communication, manage tasks and goals of other team members.
- Be accountable and reliable in the account communication, managing ad-hoc questions.
- Lead Scale Team to drive analysis and insights that lead to informed decisions and improved business performance for clients.
- Build strong relationships with clients, understanding client business objectives and assist Account Teams with actionable insights and recommendations to drive client value and long-term partnerships.
- Work with Accounts Team to identify mutually beneficial opportunities to incrementally build the analytics program with the client(s) through either new platforms or testing paradigms.
- Be an innovative voice for new client solutions: Collaborate with Account Team to continuously evolve our statistical methodologies, develop new ways of solving complex client business problems and help develop new tools and capabilities.
- Be a go-to expert on client projects, being able to address ad-hoc questions about data, models, software, etc. as well as client requests.
- Work with big data via hands on data processing and build cutting edge statistical models.
- Employ sophisticated analytic methodologies to help Accounts Team work through challenging marketing planning issues and business questions.
- Identify & help implement innovative ways to drive efficiency in our data and modeling processes.
- Contribute significantly to internal initiatives to drive a culture of agility and organizational efficiency for scalability.
- Collaborate with office leadership to balance project resources across teams and projects.
- Be a leader in the office and drive positive culture, being a role model for others.

WHAT YOU BRING

- Passionate about working with data. Turning data into actionable knowledge to make informed business decisions.
- Love problems. Always looking to grow personally and professionally. An “Onion Peeler”.
- Thrive in collaborative work environments. Effective communicator. An even better listener.
- Accept that change is inevitable. Embrace the chaos of change through adaptation and evolution. No two days are ever the same.
- Solution-based attitude. High quality problem solving on quick timelines.
- Challenge the status quo. Own problems and challenge to find their solutions.
- You want to be part of a winning team. We’re stronger together, and you’re a person who embraces being pushed out of your comfort zone.

QUALIFICATIONS

- High business IQ; Asks the right questions.
- Bachelor’s degree or above (Business Analytics and Management, Economics, Statistics, Mathematics, and/or Marketing)
- 5+ years of experience with any combination of advanced and predictive analytics, marketing analytics, and analytic techniques for marketing, customer, and business applications
- Professional experience working with big data to deliver marketing and business strategy for companies as a consultant and or as an internal marketing, business/customer insights on the client side
- Proficient working knowledge of Microsoft PowerPoint, Excel, and SQL; Additional tools such as VBA, R, Python are a plus but not required
- Expertise in Google Analytics/G4 required
- Strong account management and customer success skills
- Highly analytical with strong problem-solving skills and attention to detail
- Project and people management experience is preferred
- Experience developing and presenting presentations using insights derived from analytics
- Prior experience using data to solve complex business questions and drive business solutions

WHAT WE VALUE IN OUR PEOPLE

- Desire to help other people’s business grow. Treat Our Clients Businesses Like Our Own
- Honesty/Integrity
- Curiosity
- Respect for Peers and the Process
- Ego-less: We all pitch in where needed to get the job done.
- Diversity and Inclusion

BENEFITS & PERKS

- Comprehensive benefits package that includes health, vision, and dental insurance, 401K
- Unlimited PTO
- Ongoing education & training
- Open office and casual work atmosphere (*Currently 2 Days in office)
- Company sponsored events & team building experiences