
Marketing Analyst

If your passion and superpower are digging into data to uncover gaps, trends and a-ha's and turning those insights into actions that you'll use to drive new customer acquisition and repeat sales growth, this might be the perfect role for you.

As our Marketing Analyst, you'll love all things associated with customer behavior and apply your unique mix of marketing knowledge, technical acumen, and killer analytical skills to continually optimize inquiry and conversion performance while keeping marketing costs at or below thresholds.

Daily, you'll be "elbow-deep" in evaluating omni-channel marketing data from multiple channels such as company website, social media, search engine optimization, email, print and more. You'll be one of our resident experts on our core target customers and their key psychographic, demographic and socio-graphic makeup. You'll have a strong testing strategy to validate your hypothesis and create more rocket fuel for our aggressive growth strategy and plans.

What you will accomplish: The Marketing Analyst is responsible for continuously uncovering insights about our target consumers and our marketing lead generation efforts and leveraging that information to create or tweak marketing programs, activities, and campaigns to grow selling opportunities.

Job Responsibilities:

- Maximize selling opportunities by collecting and analyzing company and client marketing campaign performance data using Google Analytics, SEO and applicable technology solutions
 - Recommend and evaluate methods for collecting relevant marketing data (surveys, questionnaires, opinion polls, etc.)
 - Present data, trends and recommendations to senior management or clients to inform marketing strategy and tactics
 - Manage the company's contact management process, plan and reporting to ensure prospect and client contact details and marketing campaign engagement data is regularly refreshed and managed for marketing reporting accuracy
 - Analyze sales funnels and customer intent
 - Measure performance of online and offline campaigns
 - Report on marketing KPIs like leads, conversion rates, website traffic, and social media engagement
 - Track email campaign metrics (delivery, open, click-through rates)
 - Recommend website and campaign optimizations to maximize campaign performance
 - Research and implement marketing tools to support marketing automation e.g. social media scheduling, etc.
 - Assist with the delivery of quality marketing reports to clients and company leadership that includes the most relevant information to inform strategy and plans
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Position & Technical Requirements:

- Bachelor's Degree in Marketing or related field
- 3+ years of experience in marketing or related field and marketing data analysis
- Web search engine, web analytics, and business research tools acumen
- Excellent knowledge of statistical packages, databases, and MS Office
- Strong communication and presentation skills
- Deep knowledge of data warehousing, and mining and automatic refresh process
- Adequate knowledge of data collection methods (polls, focus groups, surveys etc.)
- Demonstrated experience using marketing tracking, CRM, data reporting and analytics technology to produce accurate and quality reports e.g., Google analytics, Mail Chimp, Active Campaign, Salesforce, Tableau, Hubspot, etc.
- Strong analytical and critical thinking

Key Success Drivers:

- **ANALYTICAL THINKING:** Ability to perform complex analysis of marketing and consumer data, trends, buying behaviors, channel effectiveness and more.
- **MARKETING KNOWLEDGE:** You'll have the ability to design, track and recommend current and future campaign strategies based on results.
- **TECH SAVVY:** Extremely strong working knowledge in marketing platforms and the associated tracking and reporting capabilities, as well as working knowledge of marketing technology and analytics tools.
- **DATA-DRIVEN & METICULOUS:** Keen ability to base all recommendations on data and pay attention to critical metrics while you manage multiple tasks in a fast-paced, high-volume, and deadline intensive environment.
- **PROCESS-DRIVEN:** Solid grasp of operational processes, systems, and data tracking and usage in multiple areas of Marketing & Sales operations.

About Leaderpromos Marketing Agency

Leaderpromos provides purpose-driven branded merchandise. Headquartered in Columbus, OH, it is the largest B Corp and WBENC-certified, wholly woman-owned promotional marketing agency in the Americas. The company is made up of over 120 professionals across the globe who are committed to helping the world's leading and most successful brands elevate their marketing. Leaderpromos is recognized as a Top 40 distributor out of nearly 28,000 distributors by the Advertising Specialty Institute and ranked number 27 of Leading Distributors by the Promotional Product Industry Association International. This recognition was based on overall growth, industry faith, innovation, and corporate social responsibility. Learn more at leaderpromosagency.com.

Leaderpromos is an equal employment opportunity employer. We welcome everyone regardless of their race, color, religion, sex, sexual orientation, gender expression, national origin, age, disability, veteran status, or genetics. We provide an inclusive, open, and diverse work environment.
