

Key Responsibilities

- Engage with marketing clients and help them succeed.
- Manage day-to-day delivery independently along with analyst teams.
- Co-ordinate with analysts, statisticians and project leads.
- Play a team management role.
- Work in the areas of revenue reporting, business planning and other areas under marketing which can be supported by data driven analytics.
- Help extract insights from consumers, sales and other data available and provide data analysis, synthesis & presentation support.
- Play a business development role and generate additional projects by pitching new ideas to the client.
- Ensure all client deliverables meet client expectations in terms of scope, speed & quality.
- Work directly with the AQ account manager and with P&L responsibility.

Essential Skills & Competencies

- 2-3 years of experience in CRM Analytics.
- Good marketing domain knowledge, particularly in the CRM domain.
- Comfortable with SAS/SQL/R. Experience on working with databases.
- Should be good at analytical thinking & breaking down large problems into solvable chunks.
- Willing to continuously co-ordinate with onsite clients and teams in India and handle late night calls as required.
- Have a consulting orientation; gather different perspectives, examples and use them to enrich day-to-day work.
- Willing to travel onsite as and when required.

Qualifications

MBA from premier institutes.

Salary & Other Details

Salary including benefits will be based on prior experience & qualifications and will match industry standards.