

True Action Network

Position: Email marketing Developer

Date: January 2012

Location: King of Prussia

The Company

True Action Network is rapidly growing full-service digital & interactive marketing and design agency focused on driving quantifiable consumer actions that result in profitable transactions. We are the leading **Performance Marketing** agency in North America and serve over 60 clients including many of the world's leading consumer brands. Unlike the vast majority of our competitors, we always strive to share risk and reward with our clients through a highly compelling revenue and profit share business model. In short, we are focused on driving measurable results for our clients.

At True Action Network we design and deliver highly effective solutions thanks to our deep understanding of strategy, design, marketing, technology, user research, analytics, and measurement. True Action Network's three North American offices are located in New York, NY, Philadelphia Metro (King of Prussia, PA) and Los Angeles, CA. With over 300 marketing professionals, spanning various disciplines and backgrounds, we have become a force to be reckoned with in the marketing services industry.

True Action Network is part of GSI Commerce's Marketing Services division that recently ranked among the Top 15 U.S. Digital Agencies by Advertising Age (ranked as "GSI Interactive Marketing"). GSI Commerce, an eBay company (<http://www.ebayinc.com>), is a leader in global e-commerce services with over 4,500 employees and 500+ clients globally. You can view GSI's Marketing Services offerings at http://www.gsicommerce.com/marketing_services

The Role

Development and implementation of programs to support integration of Product, Customer, and Order data with third party email marketing providers with emphasis on eDialog integration.. Majority of development work utilizes PLSQL as well as scripting and some ETL on GSI platform.

Work with the technology project teams at both GSI and with third party email marketing providers to implement new functionality to support business needs.

Requires daily interaction and communication with Email Marketing business teams.

Implement technical data requirements for integrating partner data to be used for marketing campaigns.

Develop, maintain and support the data exchange process between GSI and email service provider to support campaign management ensuring data quality and integrity.

Importing client data files into Oracle (10g) databases.

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Processing large data files in a UNIX environment.

Writing scripts, functions and stored procedures using SQL or Oracle PL/SQL.

Performing quality assurance checks including automating of monitoring and alert programs..

Updating databases to ensure data integrity

Provide technical support and respond to error reports, problems or questions

Essential Skills & Experience

Years of experience: 5+ years

BS/BA in Computer Science or related discipline required

At least 5 years of technical experience with databases and data warehousing tools

Oracle Database and Oracle PL/SQL experience

Experience with ETL tools (Informatica, Datastage, Talend etc.,)

preferred but not essential.3 years

Experience with Unix/Linux shell scripting preferred but not essential

Database Marketing experience a big plus

Familiar with email marketing concepts, practices and programs is a plus

Well organized and able to manage multiple projects in a fast paced and demanding environment

Attention to detail and quality; excellent problem solving and communication skills.

Ability and willingness to learn new tools and applications.