

True Action Network

Position: Manager, Marketing Analytics **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

The TrueAction Marketing Reporting & Analytics department is currently seeking a Manager/Senior Analyst, Marketing Analytics. The Marketing Reporting & Analytics team is the central hub for all online marketing data for over 60 major retailers. The team supports the internal account teams and retail clients by supplying their online marketing information in a timely and accurate manner.

As the Manager, Marketing Analytics, you will use primary and secondary data sets to draw conclusions and help support the Online Marketing team to make sound business decisions. You will use various software tools such as Access, Excel, SQL query, SAS and various web-based applications to generate reports as needed, and be responsible for special projects requiring research, data mining, financial modeling, and database manipulation. In addition, you should have a strong sense of details allowing you to validate reports for the highest level of accuracy and key findings, and you will manage all financial and campaign aspects of both online and offline marketing programs. You will be in charge of leading the reporting, forecasting, channel deep dive, campaign optimization and portfolio/attribution management for entire online marketing program.

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Success Criteria

- Manage multi-channel reporting and provide insights to improve channel management.
 - Manage P&L of the marketing programs, perform variance analysis on budget vs. forecast vs. actual across all the online marketing success metrics and reporting out findings
 - Manage online marketing campaign and promotion analysis.
 - Develop all inclusive dashboards that will be used for business progress check and will be reviewed by the client and the leadership team.
 - Develop financial modeling and projections on various projects and programs
 - Conduct Competitive traffic and marketing effort analysis to identify business opportunities.
 - Lead the online marketing team in forecasting and have recommendation on portfolio financial performance
 - Develop and maintain strong working relationships with various marketing and channel owners. Work closely with the customer and the web analytics groups on cross-functional initiatives in pulling and providing relevant data to generate customer-focused viewpoints
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Essential Skills & Experience

- Bachelor's degree with more than 3 years of professional experience.
- Bachelor's degree in Marketing, Business, Finance, Economics or related fields (preferred)
- Strong problem solving, business analysis and quantitative skills
- Ability to write read and execute Access or SQL query is required.
- Experience using SAS or ClearSaleing/Coremetrics is a plus
- Superior communication skills, good project management skills, strong presentation skills, and the ability to multitask in a fast moving environment
- Experience in e-commerce or digital marketing a plus
- Ability to plan, organize and work on multiple tasks simultaneously
- Excellent communication and interpersonal skills
- Team-oriented work ethic
- Effective written and verbal communications skills.