

# True Action Network

**Position:** Senior Manager Reporting Operations      **Date:** January 2012

**Location:** New York City

## 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](http://www.gsicommerce.com/marketing_services)

## The Role

- Oversee all aspects of reporting and data management activities including : integration of disparate data, database updates, design and development, and maintenance and enhancement of existing database
- As a member of the interactive marketing team, work closely with the client to define and routinely re-assess key metrics and performance indicators
- Lead development and evolution of daily, weekly, and monthly reports for delivery to internal and external clients, and to key executives
- Proactively provide ad hoc analysis and determine reporting priorities based on client needs
- Find correlations between 3rd party industry data (i.e. Comscore, Hitwise , Omniture, etc.) and GSI data to make insightful recommendations
- Define and establish new and recurring reports, to drive more insight into marketing impact on the overall online and offline business
- Work closely with the our clients team to get a holistic view of the business
- Responsible for meeting all established SLAs in the area of report delivery
- Responsible for elevating the reporting presentation and level of accuracy to the next level
- Identify and explore key trends in the data and work to produce actionable recommendations, particularly in the area of media optimization across all digital channels
- Stay current in technology advancements related to online data tracking, measurement, and

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management

- Manage the financial forecasting process for interactive marketing
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## **Essential Skills & Experience**

- Bachelor's degree in Marketing, Statistics, Computer Science or related field
- 6+ years experience in database development and/or data analysis
- 6+ years experience in statistical analysis, modeling, and programming (MS Access, SQL)
- Preferred experience managing a team
- Demonstrated proficiency in analysis and reporting of online e-commerce and interactive marketing initiatives (Paid Search, SEO, Affiliate, CSE, Email)
- Experience working with web analytics tools ' Omniture preferred
- Excellent written, oral, and interpersonal skills
- Advanced Excel and MS Access skills
- Ability to manage tight deadlines
- Requires superior statistical and quantitative reasoning skills, excellent problem-solving skills, attention to detail, self motivation and ability to work under pressure
- Thorough knowledge and understanding of data mining, data warehousing, and business intelligence processes and technologies
- Thorough knowledge and understanding of interactive media (all channels and pricing models)
- Thorough knowledge and understanding of interactive media tools research (DART, Nielsen NetRatings, AdRelevance, ComScore, Hitwise etc.)