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Director, Online Marketing Analytics  
Connecticut

Up to \$150K (Based on experience)

The Director of Online Marketing Analytics is responsible for leading the company's efforts to apply predictive modeling to online marketing in support of the Direct-to-Consumer distribution channel. Combining knowledge of online marketing mechanics (including paid search, organic search, and display) with advanced statistical tools will enable the company to dramatically improve marketing efficiency. Also, through analysis of click-streams, the Director will determine ways to optimize the online quoting experience. This position is on the Direct-To-Consumer Team within our Research & Development Department. The department's diversity is clearly one of its strengths; the candidate will have the opportunities to work along side credentialed actuaries, PhD's from a variety of technical fields, certified financial analysts, and many other bright, talented, and friendly people. Through close interaction with our business partners, the researcher will help to set strategy and analyze the performance of this marketing channel.

Primary Duties:

- \* Conduct research and predictive modeling related to online marketing and web analytics.
- \* Work with business partners to set online marketing strategy.
- \* Analyze business profiles based on impressions, click-throughs, quoting, and issuing behavior.
- \* Interpret data and identify correlations using both univariate and multivariate analysis.
- \* Communicate campaign results and their implications to business partners.
- \* Oversee programming in SAS, VBA, Excel, Access or company software.
- \* Participate in and/or is responsible for advanced projects.
- \* Present findings to business leaders and R&D management.
- \* Provide assistance and supervision to less experienced staff.

Education:

College degree in Mathematics / Computer Science / Statistics / Engineering and other related fields

Experience:

Generally 5+ years of research and/or predictive modeling experience

Data Mining/predictive modeling experience

Online Marketing and Web Analytics experience

Demonstrated ability in statistical modeling and data mining techniques

(GLM, clustering, decision trees, etc)

Strong understanding of online marketing and web related modeling and data

Strong project management skills

Basic understanding of accounting principles and solid understanding of financial reporting

Proven ability to learn new business models and industries

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