

JOB OPPORTUNITY

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Title: Consultant/Sr. Business Analyst - Marketing Position  
Location: NJ - Basking Ridge

### **Responsibilities:**

The general nature of the job is to apply statistical methods to the development of customer insight, and to use the insight in campaigns and marketing decision.

1. Manage development of plans to attain the analytic goals requested by the Manager-Advanced Analytics, implement them, and maintain ownership of directing each initiative to completion. Will work with the cross-functional teams necessary to complete all requests.
2. Quantitative analysis on hypothesis generation/testing and subsequent target identification, proactive uncovering and utilization of internal and external data, manage data processing resources both internal and external, and the generation and automation of customer insight.
3. Develop and improve the work on predictive modeling, data mining, and decision support capabilities related to new customer acquisition, product/service purchase propensity, and proactive account maintenance.
4. Identification of opportunities to acquire new customers by leveraging knowledge of marketing objectives and requirements in database queries, analysis and automation of insight generated.

### **Qualifications:**

In depth knowledge of relational database, proficient in database query, data manipulation, and be capable to handle huge data files.

3+ years related worked experience on Database, quantitative reporting/analysis, predictive modeling, data mining and decision support tools.

Tools: competence with analysis, reporting and presentation tools (e.g., SAS, Excel, VBA, SPSS). Strong competence in database and data management language (e.g., SQL, PL/SQL, Perl, C).

**Education:** Bachelor of Statistics / Applied Mathematics, Operation Research, Computer Science (on Data Mining or Information Systems Management); graduate degree preferred; or equivalent experience.

Send resumes directly to: ([cindy.lin@verizonwireless.com](mailto:cindy.lin@verizonwireless.com))

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