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# Example of Database Marketing Analyst Job Description

Our company is growing rapidly and is hiring for a database marketing analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for database marketing analyst

* Apply advanced data management techniques to customer insights & analytics projects
* Efficiently mine and extract data from disparate sources, Business Objects Environment, Salesforce, Claims Data Warehouse, Policy data marts
* Design segmentation and targeting criteria for all Telesales campaigns
* Design campaign tests in order to improve campaign performance
* Deliver data lists to Telesales from the master customer database
* Produce compliance reports and follow-up to ensure execution
* Includes both acquisition and customer development campaigns
* Assist with and provide insights into database optimization, including data acquisition, list segmentation, data cleanliness and integrity within CRM and Marketing Automation databases
* Work closely with team to enhance and optimize the lead management process and automation, ensure timely distribution of leads to sales team, and ensure correct database segmentation
* Escalate and resolve issues arising from 3rd party integrations, workflows and Marketo program configuration

## Qualifications for database marketing analyst

* Experience working with SQL and SQL Server required
* Experience doing advanced statistical modeling and data mining preferred
* Experience working with Campaign Management software and/or data-driven marketing tools necessary – Exact Target or Alteryx experience a plus
* Holds a philosophy that all projects carry an ability to learn
* Experience working in a larger corporate marketing technology environment preferred
* 2-5 years relevant project management or testing experience