



Example of Manager, Customer Analytics Job Description

Powered by www.VelvetJobs.com

Our growing company is looking for a manager, customer analytics. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for manager, customer analytics

- Contributing to future state Operational architectures by providing documented business strategies mapped to process models and strategic initiatives
- Develop hypothesis driven customer growth strategies through the use of data, analytics, industry findings, and cross functional partnership
- Leverage data and analytics to identify and develop innovative and out-of-the-box personalization strategies to test across customer cohorts, this may include new types of offers, multi-channel contact pulse, messaging, external partnerships, etc
- Size and scope customer growth opportunities, analysis to support business case and partnering with segment/program owners to design test pilot
- Work with cross functional teams to launch these strategies and close loop performance management, this may include test design, measurement methodology and adhoc campaign performance analysis
- Conduct hypothesis-driven analysis within customer cohorts that surface growth opportunities for merchandising partners
- Produces the results for presenting to a variety of stakeholders
- Works directly with external vendor/partner resources, for development of business and/or customer insights to personalization plans
- To form portfolio and engagement strategies for Treasures and Treasures Private Client
- To plan & roll-out various portfolio programs and client engagement

Qualifications for manager, customer analytics

- 7+ years business analytics experience with 2+ years supervisory
- 2+ years experience using analytics to create recommendations with track record of results following implementation of those recommendations
- Strong analytical skills, with the ability to structure and interpret data, with the right prioritization based on business relevance or scale of impact
- Bachelor's degree in Business, Marketing or B.A./B.S
- Strategic initiatives to improve overall Company operating efficiency
- At least 8 years of experience in Database Marketing and Analytics