

Job Description (Job title3: Data Science, Sr. Manager)

We are:

An (explain dXp) agency working with LG electronics as our main client (boiler plate description required). We are looking for candidates to join our data science team.

Responsibilities

- Design and deliver data-driven insights and automation for marketing (using statistics, data mining, machine learning, and deep learning techniques as applicable)
- Support Ad hoc data analysis requirements as needed
- Work with various client marketing teams to understand their challenges and create solutions
- Be a thought leader for your team on projects and about leading technologies
- Stay on top of technologies and trends in data science in marketing

Qualifications & Skills

- A Bachelor's degree in any of the following areas - statistics, data science, physics, computer science or social sciences heavy in quantitative methodologies like economics, psychology, political science, sociology
- At least 4 years' working in data sciences or data analytics using statistical methods like clustering, regression, optimization, and statistical learning algorithms in marketing or related fields (eg., digital media, Advertising)
- Hands-on experience building standard Statistical and ML models (e.g. regression, clustering and classification). Familiarity with complex machine learning methods a bonus (e.g. random forest, NLP, neural networks).
- Experience with implementing cluster and regressions models in CDP/CRM databases
- Well versed in time series modeling techniques and forecasting - VAR, VEC, Arima
- Proficiency coding and with SQL -python (or R, stata)
- Ability to take a business problem and translate it into an analysis design
- Strong communication skills, with ability to present complex concepts in a clear and succinct manner using spreadsheets, slides, or interactive data products (Tableau, etc.).
- Experience with Google Marketing platforms preferred – Big Query and BQML