

# Data Scientist - Marketing Analytics

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Washington, DC   Full Time   Mid Level

## Who We Are

MarketBridge is the premier consultancy for go-to-market strategy and analytics. We solve the toughest B2C and B2B marketing and sales challenges using quantitative, reproducible methods – an approach we call Go-to-Market® Science. With 75+ Fortune 1000 clients and over 2500 client engagements, our work is market-ready, collaborative, and open-sourced to ensure our recommendations and systems last long-term. As a boutique consulting firm, we pride ourselves on:

- **Deep Go-to-Market® Expertise** - We are a mix of go-to-market strategists and execution-oriented practitioners who wrote the book on multi-channel commercial strategy
- **Data-Centric Approach** - We love measuring results and understand the value of the good and the bad to unearth real performance optimization
- **Human and AI-Powered Insights** - We drive commercial agility with a constant pulse on our client's markets and consumers, through technology-generated and human-curated insights
- **Agile Extension of The Client** - We are an extension of our client's team, so we flex priorities to be able respond to their changing needs and technology infrastructure
- **In-Market Actionability** - We go beyond strategy to ensure we deliver go-to-market solutions where, when, and how they can best be put into action

## Who We're Looking For

MarketBridge is looking for a Data Scientist to support program strategy and execution to help clients improve their marketing and sales outcomes. The Data Scientist will be part of a project team and play a key role in helping our clients measure marketing's effectiveness and optimize marketing mix to drive results. You will quickly work with clients to solve some of their most pressing problems, leveraging a variety of tools and methods including quantitative analysis, model development, and market research.

## Responsibilities

- **Model Development:** Investigate, suggest, and attempt new model builds including Marketing Mix Models (MMM) and Multi-Touch Attribution (MTA)

- **Project and Client Management:** Communicate with clients regarding data outputs, create technical slides for project deliverables, and flag roadblocks that may impede on-time delivery
- **Internal Collaboration:** Participate in brainstorming and troubleshooting, partner with Lead Data Scientist and Project Manager to outline modeling approach and data sources, and support and mentor junior Analysts

### **Qualifications**

This position is for those with significant analytics experience who are looking for an opportunity to use data, research, and best practices to help improve clients' sales and marketing strategies while increasing the responsibility and autonomy over their workstreams. We are looking for someone who:

- Has 2+ years of experience in data-driven consulting, market research, and data science
- Has a background in highly quantitative hard sciences (advanced math, computer science, or economics) or highly quantitative social sciences
- Is comfortable using big or small data environments to answer questions and then develop an overall story about what the analysis means
- Can integrate stimulus, response, and control data from a variety of sources including agencies, internal systems, and technology platforms
- Has experience in econometric techniques, including panel data, ridge regression, and multiple functional forms as well as machine learning techniques
- Demonstrates strong coding skills in R and/or Python, including data munging
- Is adept at creating reproducible deliverables (Rmarkdown, notebooks, etc.)
- Has experience with version control (git, github, etc.) and modern data storage (MapReduce, Spark)

**Note:** This position requires the ability to work in the United States without visa sponsorship. MarketBridge is an Equal Opportunity Employer.

### **The ideal candidate will:**

- Can balance multiple projects at one time, under tight deadlines
- Has excellent written and oral communication, presentation, and analytical skills
- Is extremely conscientious, with a strong attention to detail and excellent organizational skills
- Be proactive and start projects with little prodding

### **Our Culture**

MarketBridge is an organization with an entrepreneurial spirit, full of smart, fun to be around, lifetime learners who want to make a real difference for our clients every day. We are proud to say that our most valuable asset is our people. High performers are recognized and rewarded for their efforts, and you will be working alongside some of the best and brightest people in the industry. Our long-term success depends on a culture in which development is employee-owned, manager-guided, and MarketBridge enabled. Through a range of resources, employees can take advantage of development opportunities, mentoring, and self-directed or business-sponsored courses to help drive their careers.

**We are proud to have been named one of The Washington Post's 2024 Top Workplaces in the Washington, D.C. area!**

**Our Office:** Our office is designed for innovation, collaboration, and the needs of our diverse workforce. Conveniently located in the heart of Bethesda, MD, we take the stress out of commuting and keep employee well-being in mind.

- Hybrid work model
- Business casual dress code
- Easy access to the Metro Red Line and underground garage parking (with subsidized metro fares and free in-office parking)
- Open seating plan
- Standing desks
- Fully stocked café
- Wellness room (serves as a place for physical/mental rejuvenation during the workday)
- Fitness center

**Our Benefits:** We provide a benefits experience centered around wellness. It is important to us that every MarketBridger feels cared for and valued.

- Industry competitive compensation and performance-based bonuses
- Generous paid time off including vacation, holidays, sick leave, maternity/paternity leave, and Friday Summer hours
- A wide array of healthcare options including medical, dental, and vision coverage
- Yearly health and wellness reimbursement
- 401(k) savings plan with company match
- MarketBridger-led Social and Wellness Committees
- Quarterly tenure anniversary and “Above and Beyond” awards
- Referral bonus program
- Mentor program for new hires
- Continuous learning stipend
- Firm-wide social events including holiday parties, baseball games, and happy hours

**Our Impact:** From volunteering to fundraising, MarketBridgers regularly participate in activities that support humanitarian and environmental non-

profit organizations (e.g., [Doorways](#), [One Love](#), [Dress for Success](#)). Some of these activities include:

- Volunteering at [Shepherd's Table](#), an organization that addresses food insecurity and homelessness
- Annual MarketBridge Valentine's Day candygrams fundraiser
- Community service with the [Rock Creek Conservancy](#) to reduce litter and invasive plant species
- Yearly photo contest to encourage MarketBridgers to get involved in nature