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Data Scientist, Media Consultant

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New York, NY; Remote

WE HAVE CREATED A WORLD WHERE ART AND SCIENCE ARE BEST FRIENDS

Known is a modern marketing company engineered for the unprecedented opportunities and challenges facing marketers today. We are about 200+ people strong, pairing PhD data scientists with award-winning creatives, strategists, engineers and expert research teams to produce some of the most innovative and cutting-edge creative work in culture. We believe that when creative truly collaborates with science, strategy, and technology, amazing things can happen.

Ad Age touted that “Known may be the ultimate example of a full-service agency,” and honored us with two prestigious recognitions this year: [#3 on The A-List as one of the top agencies in the world](#), and [Ad Age’s Data & Insights Agency of the year for the second year in a row](#). Without our incredible partnerships with our clients, spanning across the leading brands in finance, technology, entertainment, media, CPG, real estate, and many other categories, honors like this could not be possible, and also have helped us earn additional awards and recognitions over the years like: *Emmys*, *Clios*, *Entertainment and Sports Awards*, *Effies*, *Cannes Lions Awards*, *ProMax Agency of the Year*, and *Digiday’s Most Innovative Media Agency* to name a few.

We couldn’t create this award-winning work without seeking out and hiring the best talent. What does it mean to be a Knowner? We are curious innovators, knowledge-hunters who are constantly challenging ourselves to do better and be better for our clients, for our team and for our world at large. Our offices around the U.S. are open and while most of our people work in a hybrid setting, we are a distributed workforce with a number of Knowners working remotely.

BUT ENOUGH ABOUT US, LET'S TALK ABOUT YOU

About the role:

Known’s Media Science team uses advanced analytics, machine learning, statistics, and algorithms to plan and optimize advertising dollars. We partner with our clients to translate their business goals into meaningful metrics, and buy media across all channels to drive those target outcomes. We are looking for someone to join the team and work alongside data analysts, data scientists, media strategists, media buyers, and software engineers.

This role is on the “Buyer Science” team: a group of data scientists who specialize in media measurement, data analysis, experimental design, and campaign optimization. You’ll work hand-in-hand with Known’s media strategists, media channel experts, and directly with clients to elevate their media performance and drive real business value. You will also work with other data scientists to develop campaign measurement strategies, build experimentation plans, and collaborate with media planners and channel teams to ensure media allocations are built scientifically. At the Consultant level, you’ll conduct analyses in service of campaign optimization, surface insights that go beyond media metrics to incorporate first party data, and help drive business strategy. You may find yourself working with our development team (Skeptic) to help productionalize deeper and more technical approaches to common media challenges. In many cases you would work with senior managers on the team and in some cases (especially over time) you would be expected to lead projects independently.

You would be expected to embrace your project management responsibilities, from defining key business objectives, to designing the measurement or analytical approach, to analyzing data, and presenting findings. You would also be expected to ensure that our clients have an amazing experience and reinforce our relationship with them as trusted and valued partners.

WHO YOU ARE AND WHAT YOU HAVE

- A degree from a well-regarded college or university. STEM degrees are preferred.
- 3+ years of hands-on experience doing quantitative analysis, statistical modeling, optimization and/or statistics. Experience utilizing Python and SQL.

- 1+ years of experience building data science software.
- Experience in strategy consulting, marketing and/or marketing research, with specific passion and background in technology and/or media. This should include examples of account / client management.
- Understanding of the advertising and media landscape, especially as it pertains to measurement vendors and ad platforms.
- Superb communication and presentation skills, with a specific fluency in talking about strategic business problems – you combine a drive for analytical reasoning with a practical understanding of what our clients in marketing are trying to achieve.
- Ability to communicate technical information with both technical and non-technical stakeholders
- Experience in making appropriate research or analysis recommendations for these business problems.
- Proficiency in Google products (Sheets, Documents, Slides) and/or Microsoft Office (Excel, Word, PowerPoint).
- Ability to think strategically, analytically, and proactively about diverse business problems.
- Passion for managing the quality & accuracy of data sources and downstream analytics, including checking your and others' work.
- Experience working on a variety of projects simultaneously and delivering results on a deadline

WHAT YOU'LL DO

- Project management and ownership. While you have will account-level project management support, you will independently manage work streams you own.
- Understanding the client's overall business objectives and translating them into a campaign and measurement strategy.
- Overseeing the performance of media campaigns and amazing our clients, both by meeting their targets and creating insightful narratives through bespoke reporting. Writing reports and presenting to clients in a way that is engaging and persuasive.
- Developing research, measurement, or analytical approaches.
- Statistical analysis of complex data sets.
- Managing the ingestion and cleaning of new datasets relevant to your work / projects.
- Creating reproducible work through common coding languages (Priority: Python and SQL).
- Working with other data scientists and engineers to productionalize new tools .
- Interpreting data to understand the business implications of the research. Framing analyses, stories, and slides for client media plans and reports.
- Serving as the key client point of contact on campaign measurement, optimization, and data infrastructure.
- Creation of interactive data tools that are delivered to clients, such as dashboards for marketing campaign performance, media experiments, or simulation tools – you would be provided training in how to create these, but prior experience with MCI is a plus

SOME OF OUR PERKS

- Unlimited paid time off
- 401k with company matching and no vesting period
- Annual bonuses
- Generous medical plan
- Paid parental leave

ONE LAST THING TO ASK YOURSELF

All this might sound great, but you're probably still wondering, "Would I be a good fit for Known?" or "Would Known be a good fit for me?" Our culture is propped up by four values that we aspire to every day: We are one team. We see the good. We never stop learning. There's always a better way. At Known we are setting out to build something more than just a company. We are building a legacy filled with exceptionally talented people with a kaleidoscope of backgrounds, experiences, and origin stories who feel encouraged and empowered to bring their whole selves to work, and to partner with us in molding and shaping our culture through our values.

Known is an equal opportunity employer and does not discriminate against employees or qualified job applicants on the basis of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability or any other federal, state or locally protected class.

The base salary for this position is \$120K - \$130K.

This range is posted in compliance with state and municipal Pay Transparency laws. In addition to base compensation, this role is eligible to receive additional Known benefits.

Apply for this Job

* Required

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...

Last Name *

Email *

Phone *

Location (City)

Locate me

Resume/CV *

Attach, Dropbox, Google Drive, or enter manually
(File types: pdf, doc, docx, txt, rtf)

Cover Letter

Attach, Dropbox, Google Drive, or enter manually
(File types: pdf, doc, docx, txt, rtf)

LinkedIn Profile

Website

How did you hear about this job?

U.S. Standard Demographic Questions

Please take a moment to self-identify via this voluntary survey.

Data collected through this survey will be exclusively used to evaluate and inform our Diversity and Inclusion efforts at Known. Your choice to participate in this voluntary survey will have no bearing on your application or candidacy. Furthermore, any information that you do provide will be disassociated from you as a candidate, including your name and



application, and will be inaccessible to any person making hiring decisions for this role. All responses will be secure and confidential.

How would you describe your gender identity? (mark all that apply)

- ☐ Man
- ☐ Non-binary
- ☐ Woman
- ☐ I prefer to self-describe
- ☐ I don't wish to answer

How would you describe your racial/ethnic background? (mark all that apply)

- ☐ Black or of African descent
- ☐ East Asian
- ☐ Hispanic, Latinx or of Spanish Origin
- ☐ Indigenous, American Indian or Alaska Native
- ☐ Middle Eastern or North African
- ☐ Native Hawaiian or Pacific Islander
- ☐ South Asian
- ☐ Southeast Asian
- ☐ White or European
- ☐ I prefer to self-describe
- ☐ I don't wish to answer

How would you describe your sexual orientation? (mark all that apply)

- ☐ Asexual
- ☐ Bisexual and/or pansexual
- ☐ Gay
- ☐ Heterosexual
- ☐ Lesbian
- ☐ Queer
- ☐ I prefer to self-describe
- ☐ I don't wish to answer

Do you identify as transgender? (*Select one*)

- ☐ Yes
- ☐ No

☐ I prefer to self-describe

☐ I don't wish to answer

Do you have a disability or chronic condition (physical, visual, auditory, cognitive, mental, emotional, or other) that substantially limits one or more of your major life activities, including mobility, communication (seeing, hearing, speaking), and learning? *(Select one)*

☐ Yes

☐ No

☐ I prefer to self-describe

☐ I don't wish to answer

Are you a veteran or active member of the United States Armed Forces? *(Select one)*

☐ Yes, I am a veteran or active member

☐ No, I am not a veteran or active member

☐ I prefer to self-describe

☐ I don't wish to answer

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