Job Description — Data Scientist (Marketing Analytics)

Position: Data Scientist – Marketing Analytics
Company: Acme Corp

Responsibilities:
- Develop predictive models to optimize marketing campaigns and ad spend efficiency.
- Perform customer segmentation and cohort analysis to identify high-value audiences.
- Collaborate with marketing and product teams to translate insights into actionable strategies.
- Design and run A/B experiments to measure campaign effectiveness.
- Present findings to senior stakeholders with clear visuals and narratives.

Requirements:
- Proficiency in Python, SQL, and a BI tool (Tableau/Power BI).
- Experience with statistical modeling, machine learning, and predictive analytics.
- Strong analytical skills and attention to detail.
- Ability to communicate technical insights to non-technical audiences.
- 3+ years of experience in data analytics or data science roles.