We are seeking a full-time Senior Data Analyst with **5 years or more experience of doing various marketing campaigns using SAS model**, strong analytical skills and keen attention to detail to develop and deliver marketing programs for retail, finance, insurance and other businesses.

Must have grounding in traditional data mining/database marketing and experience in the evolving digital data marketing landscape. Bridgetree is a virtual company and the position will require to work from Kolkata/Bangalore-India office. Must be a legal Indian resident.

Requirements:

- Creates Marketing campaigns e.g. Mailing, e-mailing, Call lists etc.

- Analyzes Data and builds various reports efficiently using different business intelligence and reporting tools

- Responds to various data requests like building waterfall and customer profile reports, Mail/Email Campaign Response Analysis

- Performs additional checks and implement diagnostic reporting to ensure that the final production is 100% accurate and quality assured

- Recommends and implements better ways to make the process lean and efficient – set up and maintain automated data processes

Qualifications:

- 5+ years of working experience in a Statistical Analyst role using SAS, SQL. Knowledge of SSIS, R or Python will be added advantage.

- Must have a master's degree in Mathematics, Statistics or Economics with good educational background.

- Personally, strives to ensure data quality, consistency, and accuracy in all work.

- Desires to participate in a learning environment where sharing and collaboration with others is the culture.

- Must have great communication and problem-solving skills