Data Analyst, Naked Communications Europe

London, UK

To make Naked a globally recognised creative agency with world-class expertise in data science. To work with the Strategy, Creative and Account team to set the tone, the vision and the day-to-day standard in Data Strategy that one would expect from a world class agency. We are looking for a conceptual, creative and lateral thinker, who can think conceptually about data, social and brand thinking.

Desired Skills and Experience

Areas of Accountability:

Technical Skills and Experience:

- Tertiary education (master’s degree) in a numerical (Mathematics, Statistics, Economics) or IT related subject is preferred
- Experience with off and online data
- Strong statistical skillsets
- Experience in database management
- Proficiency in SAS or/and SQL coding
- R would be a bonus
- Familiar with VBA
- Proficiency in Excel with experience using the Pivot and Lookup Tables
- Experience working with large volumes of customer data to deliver customer insights, marketing campaigns, customer reporting, statistical modelling etc.
- Experience in a data driven marketing role
- Familiar with Machine Learning
- Experience in using tool like AdExpress, TGI, Web Analytical tools…

General Skills and Experience:

- Ability to connect ideas and do things differently
- Methodical and problem solver
- Ability to work independently and within a team
- Project management skills
- Inquisitive, passion for understanding and asking why
- Ability to translate business questions into analytical answers
- Have the ability to use data to tell a business story (that is simple and compelling) and to be able to communicate it effectively to a wide audience with different business interests and skill sets.
- Be on time for, and professional in, everything you do, be that meeting a client; delivering to timescales; actively participating, using the right tone; or protecting the client’s information/IP or Naked’s.
- Confident in presenting analytical work to analytical and non-analytical person
- Proactively contribute to a positive team atmosphere and company culture.
- Fly the flag for how great strategic thinking can contribute to great creative work
- Aptitude to support and guide junior analysts
  - Educate and excite people within the agency around data driven communications

https://www.statsjobs.com/jobs/data-analyst-naked-communications-europe/