Digital Analytics Statistician

Project Manager

- Modesto, CA, US, 95354

E. & J. Gallo Winery

E & J Gallo Winery is a winery and distributor headquartered in Modesto, California. It was founded in 1933 by Ernest Gallo and Julio Gallo, and is the largest exporter of California wines

Why E. & J. Gallo Winery?

The E. & J. Gallo Winery was founded by two entrepreneurs—Ernest and Julio Gallo with a vision to democratize wine in the United States becoming the largest winery in the world. This spirit continues today, where Gallo offers opportunities where we value innovation, collaboration, and creative thinking.

Do you enjoy developing and implementing digital marketing analytical strategies and juggling multiple projects that move the needle? Do key metrics that evaluate media platforms and strategies excite you? Do you enjoy integrating data from multiple sources, developing consistent reporting processes and templates to guide decision making across an organization? Are you the curious one who is passionate about assessing new applications that enable a company to understand metrics that support Winery digital strategies? Do you thrive in a fast-paced environment? If you are, this may be the opportunity for you to make an impact in the world’s largest family winery.

As a Digital Analytics Statistician Project Manager at E. & J. Gallo Winery, you will be accountable for providing strategic leadership and data analytical support to our Digital Marketing and Brand Marketing teams, which includes collaborating with internal stakeholders, vendors, and cross-functional partners to shape and implement current and new research strategies. This includes responsibility for leading the development and implementation of our research strategies for Digital Marketing platforms and strategies, including reporting tools and dashboards. Your success will require the use of a wide range of analysis and reporting/data visualization techniques as well as concise communication, interpersonal skills, and project management experience.

What You Will Do

Research Strategy Development and Statistical Analysis:

- Using experimental design strategies, you will design and execute research strategies to evaluate key platforms and media programs
- You will evaluate media platforms and campaigns by independently conducting and interpreting data analysis using methods including segmentation, ANOVA, regression based modeling, mixed modeling, choice modeling, partial least squares, structural equation modeling, attribution modeling, etc. Based on the results of the research, you will make recommendations to the brand and digital marketing teams for ways to continually improve their marketing spend
• Working with consumer survey, consumer behavior data, and consumer transactional sales data will enable you to model web site traffic patterns to brand marketing activities, including email and SEO campaigns

Project Management:

• Aligning program success criteria to proper study designs, as well as evaluating vendor proposed research designs for technical rigor, gives you the ability to assess what successful criteria looks like
• Using experimental designs to develop project objectives, will provide you the ability to execute and excel on tasks for cross-functional projects and initiatives
• You will manage timelines and project milestones with vendors/agencies, along with assisting with questionnaire development/evaluation
• Leading internal and client-facing project meetings and presentations will help you be seen as the resident digital statistical expert

Data Management and Reporting:

• You’ll monitor our digital data ecosystem – evaluate new applications, provide recommendations regarding changes to current data collection tools and sources, monitor changes to metric definition and algorithms in applications such as Facebook Insights
• You’ll partner with our internal IS Department to create processes for ongoing downloading of key data from external sources such as Google Analytics, Facebook Insights, etc., which will result in this data being stored in our internal data warehouse for ongoing analytical use and modeling
• Leading the development and implementation of reporting processes and dashboard platforms, will enable you to communicate KPI performance to the broader organization

What You Need

• Ph.D. in a quantitative discipline which includes mathematical modeling (e.g. statistics, applied mathematics, physics, quantitative psychology, predictive analytics, chemistry, engineering, finance/economics, computer science, etc.) plus 4 years of statistics or marketing research experience reflecting increasing levels of responsibility –OR– a Master of Science Degree in a quantitative discipline which includes mathematical modeling (e.g. statistics, applied mathematics, physics, quantitative psychology, predictive analytics, chemistry, engineering, finance/economics, computer science, etc.) plus 6 years of statistics or marketing research experience reflecting increasing levels of responsibility –OR– a Bachelor of Science Degree in a quantitative discipline which includes mathematical modeling (e.g. statistics, applied mathematics, physics, quantitative psychology, predictive analytics, chemistry, engineering, finance/economics, computer science, etc.) plus 8 years of statistics or marketing research experience reflecting increasing levels of responsibility
What Will Set You Apart

- Experience with statistical software such as Minitab, S+, SPSS, SAS, or R
- Database modeling or programming experience with SQL, R or Python
- Loves working with data
- Experience with Sawtooth, Latent Gold or The Unscrambler is a plus
- Demonstrated experience defining and executing research strategies and programs
- Experience with digital metrics
- Experience with Google Analytics or Facebook Insights
- Experience with digital campaign structure
- Advanced skill in the use of MS Excel (i.e. macros, pivot tables, etc)
- Strong oral and communication skills and ability to convey statistical concepts and results to non-technical audiences; strong listening skills and attention to detail
- Strong data visualization skills
- CPG or Alcohol Beverage Experience
- Demonstrated Project Management Experience

Gallo does not sponsor for employment based visas for this position now or in the future

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