

## **Marketing Research Analyst – Jacksonville, Florida**

### **Primary Characteristics:**

Working within EverBank's Banking Analytics Group, this position will provide technical and marketing expertise to develop predictive modeling algorithms and segmentations through an iterative process, proactively identifying population segments that statistically have a high propensity for cross-sell, up-sell, likelihood for attrition, product optimization, etc.

### **Essential Functions:**

- Utilize advanced statistical techniques to develop assessments relating to consumer and business level performance of products and segments and using these to continuously refine marketing planning activities.
- Utilize industry standard tools and predictive modeling techniques to determine appropriate member identification and categorization algorithms and processes that support and guide market sizing, product development and other strategic planning activities.
- Develop original algorithms and implementing systems and tools that will be used to develop new predictive models and segments that go beyond standard industry tools and lead to innovative solutions that address the cost and use of financial products/services and the means by which they are sold or distributed.
- Determine the continuous improvement opportunities of current predictive modeling algorithms and developing new statistical methodologies to increase predictability.
- Use model selection techniques to identify and deploy the best models for the stated business objectives.
- Recommend appropriate statistical solutions to business problems to ensure the effectiveness of marketing, targeting and product development activities.
- Proactively determine business requirements, to identify and prepare data, build models, store model results and refresh models over time.
- Provide extensive input into the methods used to gather and store marketing analytic data ensuring established targets are met; integrating advanced statistical techniques into enterprise wide data stores to increase the value of information contained there, and to make enterprise level data more useful in the strategic and business planning process.
- Develop reports and presentations, documenting analyses and ensuring that key stakeholders understand the business implications for those analyses.

- Consult and advise marketing teams on how to increase marketing effectiveness through the use of modeling, forecasting and simulation techniques.
- Meet with management to communicate business needs and to make decisions as they relate to marketing analytics.
- Works with the Business and Marketing Management to plan and coordinate short and long term marketing strategy and implementation.
- Serves as a liaison to Business and Marketing Management, reports on the status of current projects, establishes priorities, identifies issues and performs impact analysis, and proactively recommends solutions.
- Demonstrates the highest level of analysis expertise and ability to manage projects to completion.
- Leads the efforts of lower level Marketing Research Analysts including responsibility for work products and projects and directing others in order to reach goals

**Minimum Qualifications: (Knowledge, Skills and Abilities):**

- Knowledge of strategic marketing concepts, practices, and procedures.
- Extensive knowledge of statistics, confidence intervals, clustering, sampling and test/control cells.
- Exceptional project management, relationship management and communication skills required.
- Must possess the ability to convey ideas articulately to internal and external customers, peers and management.
- Able to work collaboratively in a fast-paced, highly entrepreneurial work environment.
- Proven experience with database marketing, customer segmentation and results analysis.
- Working knowledge of Microsoft Office and ability to learn applicable systems/ software quickly.
- SAS Certification required.

**Training and Experience:**

- Masters Degree in Statistics or Data Mining and 3-4 years of predictive modeling or data mining experience in financial services and/or insurance preferred
- Prior management or supervisory experience preferred

- Experience tracking, reporting, and analyzing data and making strategic recommendations based on results/findings
- Experience using statistical software: Base SAS, SAS Enterprise Miner , and R
- Experience using mathematical modeling techniques: Regression, Decision Trees, Neural Networks, Clustering, Forecasting and Simulation models
- Manage multiple projects simultaneously
- Experience using Microsoft Office, e.g. Word, Excel, PowerPoint, Access

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