



CRM Data Analyst

The CRM Data Analyst will be responsible for building, maintaining and analyzing guest segmentations and making concrete recommendations for optimizing marketing messaging to drive incremental business and increase lifetime value.

Responsibilities:

- Design, build, and maintain customer segmentation
- Make recommendations for concrete marketing plans to optimize guest engagement
- Analyze results and report to stakeholders
- Use advanced data modeling to identify factors driving guest engagement and purchase
- Design tests to answer specific hypotheses related to email and other customer-specific marketing
- Create tools or queries that allow email marketing and other departments to utilize the insights discovered from results

Qualifications:

- Bachelor's degree in statistics, math, economics, or other related degree program required, master's degree preferred
- 1 year of experience in database analysis required, 4 years in analytics roles, responsible for analyzing success of email or other marketing channels preferred
- Strong analytical reasoning and communication skills
- Extensive creative and original thinking for advanced analytical modeling
- Proficient in SQL, R, and Microsoft Excel

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Build-A-Bear Workshop® offers an exciting, fun and fast-paced work environment. One of our core values is 'Embrace' – we value the diversity, individuality and background of our associates, Guests and business partners and we cultivate an environment of inclusion.

Come see the difference in our company culture!