



## Sr. Social Media Analyst

### Position Description:

PreciseTarget provides sophisticated targeting audiences to retail brands. Our audiences are activated on Facebook and the other major social platforms. Most all customer engagements begin with an A/B test, requiring us to guide the customer on best practices for campaign design, activation, and optimization. This position is best described as our resident social media expert, helping our customers efficiently test and optimize our audiences.

### Key Required Skills

- You have significant experience creating, activating, and optimizing digital media campaigns.
- You're an expert at A/B testing and analyzing campaign results on social media platforms
- You can create, activate, and analyze paid media campaigns in your sleep
- You have a blackbelt in Facebook Ad Manager, understanding its complex parameter choices, and the unwritten rules to drive campaign performance
- Data analysis is in your DNA (you think a 100-column spreadsheet is exciting).
- You're great at explaining complex concepts to people who have less domain expertise

### Core Responsibilities

- Consultative guidance to our sales team and solutions experts, from proposing solutions to executing A/B tests
- Direct interactions with customers, advising them on campaign activation and optimization
- Detailed analysis on campaign performance

### What Makes it a Great Job

- The People: we're a great team that enjoys working and zooming together
- It's Industry Changing: It's a chance to be involved in transforming an industry
- Rewards: we're a start-up led by a seasoned entrepreneur who has built successful companies. He's a big believer in sharing the rewards, including every employee being a stock option holder
- Fun: solving customer problems with new and exciting solutions is a blast.