



# Marketing Analyst

**SALARY RANGE (2017):** \$50,000-\$72,000

I am the eyes and ears of any good marketing team. I find out what people want and what people have, both the buyer and the seller. I take the business strategy from concept to reality. To do this well, I must focus on what a plan can achieve and how, and enjoy implementing strategies on the foundational level of a marketing team. Information is my trade and being aware of trends and consumer behaviors is the basis of my job.

**The Tip:** Your school major will not differentiate you academically, but your minor can. Pick your minors with a clear intention of signaling interest and expertise.

## PRIORITY KNOWLEDGE AND SKILLS:

### Customer Relationship Management

Knowledge & ability to:

- Apply principles of CRM
- Manage a sales process
- Compelling presentation & report writing
- Develop & execute a distribution strategy
- Leverage e-commerce
- Develop & execute a merchandising strategy
- Leverage co-operative marketing
- Provide customer support
- Develop & execute a pricing strategy

### General Management

Knowledge & ability to:

- Manage budgets
- Manage projects
- Negotiate contracts
- Conduct competitive analysis
- Conduct environmental scan
- Leverage contextual knowledge
- Analyze data & leverage business intelligence
- Develop and manage forecasts
- Manage business intelligence and analytics
- Negotiate and manage contracts

### Internal Supply Chain Management

Knowledge & ability to:

- Collaborate with partners in product/service design
- Manage inventory and warehousing
- Manage order fulfillment
- Manage transportation logistics
- Design, establish and manage related contracts
- Identify and develop strategic sourcing relationships
- Establish strategic and tactical SCM plans and processes

## BUILDING BLOCK EXPERIENCES:

### Education & Learning:

- Bachelor of Arts (psychology) with minors in statistics and SCM
- Master of Science (marketing)
- Completed AMA Digital Marketing eLearning Certificate Module

When it comes to numbers and data analytics, people trust credentials. This required me to spend more time in a classroom. But once I had the credentials, plus deep experience, I became both unique and valuable. I'm part analytics guru, part anthropologist, part salesperson. To

<ul style="list-style-type: none"> <li>● Became <a href="#">TED Fellow</a></li> </ul>	<p>be great, I need to persuade senior people to act on my recommendations because if they don't, I'm just another data nerd.</p>
<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>● Worked as a bartender during university</li> <li>● Experiential marketing experience from summer jobs</li> <li>● Pursued sales position out of university to understand role of data and metrics</li> <li>● Transitioned to a corporate marketing analytics position five year into career</li> <li>● Transitioned to agency in year 10 to apply both marketing and analytical skills in advising clients</li> </ul>	<p>Front-line experience interacting with real customers (e.g. hospitality, promotions) early in my career offered a lens into consumer psychology. I love analytics and evidence, which led me into data-driven decision-making roles. This gave me expertise in using data to persuade and influence decisions. After a decade on the corporate side, I had the skills and legitimacy to move agency side to advise diverse clients on the role of evidence-based decision-making.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>● President of analytics club in university</li> <li>● Alumni mentor following graduation</li> <li>● Involved in local TEDx for nine years, including two years as board chair</li> </ul>	<p>Real-world experience opened me up to people, stakeholders, responsibilities, and industries. I got out early and often and met different people with different perspectives. I found that making a difference in my community made a giant difference to my career trajectory.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>● President of the analytics club in university introduced me to diverse people and experiences</li> </ul>	<p>My club experience developed the core skill of how to lead a team. This experience, combined with my love for analytics, was foundational to my career.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>● Inquisitive personality contributed to proactive networking and pursuing diverse career mentors (at all levels)</li> </ul>	<p>I built relationships with senior stakeholders early on. I found people naturally like to share their knowledge and impact others, so I made sure they knew the difference they made to me.</p>