

Analyst/Statistician-Brand Insights

Job Description:

- He/She is responsible for collecting and processing all relevant research data into relevant information to support the planners in strategy planning.
- Using available brand audit and tracking database resources (Brand Energy, Brand Asset Valuator), he/she extracts and highlights relevant insights on client's brand and competition.
- Interfacing internally with the Planners and Account teams, the Assistant Manager-Brand Insights is a strong support resource for decision making.

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Essential Experience & Skills

- Perform, interpret and apply analytics to strategic brand development and brand positioning.
- Pro-activity in identifying areas for improvement in data, systems and processes
- Experience in data management
- Strong data skills and data analysis
- Good statistical knowledge especially in cluster analysis, factor analysis, correspondence analysis, regression modeling strategies.
- Proficient in MS Excel and Powerpoint
- Experience using SPSS/SAS/Stata or other statistical package.

Personal Attributes

- Strong sense of accountability
- Ability to operate in fast-paced environment & manage multiple projects simultaneously, with little supervision

Qualifications

- Degree in Statistics, preferably with marketing knowledge
- 4-6 yrs professional experience with a minimum of 2 years experience in quantitative research.

If interested, please send your CV directly to Ms Cindy Lee (cindy.lee@yr.com) from Y&R.