

## Senior Marketing Analytics AVP / VP

Our client, a leading bank, is looking for suitable candidates to join their expanding team as a Senior Marketing Analytics AVP / VP

### **Responsibilities include:**

- Support PFS Cards business to realize and maximize customer value through the use of decision modeling and customer analytics
- Develop, implement and validate predictive models, exploratory data analysis / mining or other analyses across the Customer Life Cycle: market segmentation, acquisition, activation, relationship management, cross-selling, up-selling, retention and winback
- Work with segment/channel/marketing to design marketing campaigns, product programmes, pre-campaign analyses, campaign sizing, performance metrics, etc
- Track, evaluate and share campaign results and performance metrics. Feedback results into decision models and marketing strategies for continuous improvement. Ensure product, segment and channel managers on test-and-learn programmes
- Implement Retail customer contact strategy and establish campaign suppression / optimization criteria
- Work with segment, channel, marketing, demand management and other relevant parties to define, develop and implement business-to-customer solutions (eg, CRM) and data sources (eg, customer analytics datamart)
- Generate regular portfolio and CRM reports and present to senior management, segment, channel and marketing, etc
- Provide regular reporting to Group Risk & Decision Management. Align and adapt Group marketing / decision science methodologies, models and policies
- Effectively communicate business benefits of analytics and models to business and see to the implementation of these models to realize actual business benefits.

### **Job Requirements:**

- Undergraduate degree in quantitative program, such as Statistics, Actuarial Science, Operations Research, etc. Business, Finance and Economics degrees with quantitative focus are also considered. Post graduate degree is an added advantage
- 5 – 6 years of working experience in database marketing, customer intelligence and decision science fields, preferably in a banking environment
- Analytical mind with sound business insight, excellent communicator (verbal and written), highly meticulous, and self-motivated

- Maturity that will enable the candidate to be a credible counterpart to business managers and senior management, and the ability to develop on-going 'trusted advisor' relationships based on the ability to understand, analyse, discuss and address key business challenges raised
- Strong PC skills: SAS – Programming, Enterprise Guide, Enterprise Miner; SQL / AS400 query and database familiarity; MS Office applications, including advanced spreadsheet and VBA

Interested candidates, please send a copy of your resume in MS Word Format to [audrey.lee@gsiconsultants.com](mailto:audrey.lee@gsiconsultants.com). We regret that only shortlisted candidates will be contacted.