

ABOUT US:

Corporation Service Company, a privately-held company headquartered in Wilmington, DE, serves as a leading provider of legal and financial services for the world's largest companies, law firms, and financial institutions. Our purpose is to be an enduring and profitable company. We strive to provide superior services and products while creating an environment where our people can stretch their capacity to grow and develop their career. Visit our website at:

<http://www.cscglobal.com/>.

The Marketing Analyst will be responsible for reporting and analysis tasks that involve the use of various reporting tools and database applications (i.e. Omniture SiteCatalyst, Google Analytics, Business Objects and MS Access). This position will focus on analyzing Web site traffic patterns and usage behaviors that depend heavily on the analyst's ability to interpret Internet data results and help identify opportunities for improvement. This position will also focus on leveraging databases to generate leads and maximize revenue from our e-mail, Webinar and sales organization channels.

Responsibilities:

Web

- Review and analyze Web site traffic data and conversion behavior to identify opportunities for increasing revenue and improving the customer experience.
- Regular reporting of Web activity (spending, traffic, results) to the team with insightful commentary on variances.
- Manage data on how company Web sites are being used by prospects and customers.
- Organize and execute multiple concurrent tests to improve Web site conversion rates and user experience.

Data

- Lead management for the e-mail channel, including tracking the relationship between leads and revenue.
- Database segmentation and extracts to generate lead lists for multiple marketing channels.
- Matching and merging data sets to track the performance of the sales organization's activities and revenue.
- Daily reporting of business unit revenue including insightful commentary on variances.

Required Skills:

- Bachelor's degree in Marketing, Economics, Statistics, Finance or some other analysis oriented discipline.
- At least two years of experience in data analysis is required.
- Must have proficient knowledge of Microsoft Excel, including advanced functions, and Microsoft Access, including creating queries.
- Ability to communicate ideas and expectations effectively by email, phone, and in person. Must be able to take complex subjects and communicate in simple terms.
- Manage multiple concurrent projects across several stakeholders.
- Must enjoy working on a team, helping others and accepting help. At the same time, must be a self-starter who has ability to work, think and make decisions independently.
- Excellent multi-tasking and organizational skills with the ability to perform under pressure and meet deadlines.
- Strong attention to detail balanced by ability to see big picture.
- Ability to solve problems and adapt to changing priorities.

Additional Desirable Skills:

- Experience with Web analytic tools (i.e. Omniture, Google Analytics, etc.).
- Experience with Business Objects or Crystal Reports.

- Knowledge of multiple facets of the online marketing, including SEO, PPC, e-mail, etc.
- Knowledge of Internet technology, including HTML and JavaScript, is a plus.
- Knowledge of databases and SQL query statements.
- Knowledge of Visual Basic is a plus, but not required.