

Position: Senior Analyst Advertising Effectiveness and Modeling
Location: New York, NY

About Us

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. It is the policy of NBCUniversal and NBCUniversal's affiliated businesses to consider all qualified applicants for employment without regard to race, color, religion, national origin, sex (including pregnancy) sexual orientation, age, disability, veteran status or other characteristics protected by law.

The Position

The Senior Analyst of Advertising Effectiveness and Modeling at NBCU will be a key member of the NBCU Ad Sales Insights and Measurement team. S/he will work closely with the Senior Director of Advertising Effectiveness and Optimization who drives the strategic vision and measurement agenda to enable effective cross platform planning and campaign measurement proving the efficacy of media spend across the NBCU portfolio. The ideal candidate will be a statistical measurement and econometric modeling expert who works across cross functional teams to identify and build measurement and advertising effectiveness solutions that drive business growth for NBCU and its vast array of clients across the portfolio.

Responsibilities for the Senior Analyst Advertising Effectiveness and Modeling, include, but are not limited to:

- Analyze key metrics in the business to gauge trends, benchmarks, and performance. Identify and communicate root causes of performance outcomes
- Aid in analyzing both syndicated and internal data sources to inform audience trends
- Support in development and execution of Marketing Mix Modeling
- Help prepare presentations for developing projects
- Address emerging questions and opportunities through quantitative analysis and analytical models such as regression, decision trees, statistical techniques, data science tools, and/or operations research
- Leverage understanding of the business process to identify and implement solutions that will result in significant top and bottom-line contributions
- Oversee tracking and reporting of various key metrics across the NBCU portfolio and competitive landscape

The Person

- Minimum of 1-2 years of hands-on modeling experience in industry
- Minimum 5-7 years of experience in advanced analytics such as Optimization (Linear/Non-Linear/Mixed Interger), statistical modeling (regression, Parametric/Non-parametric estimation, hypothesis testing)

- Experience in applying statistical projections and building probabilistic look alike models
- Subject matter expert for research, analytics and insights across the organization
- Strong understanding of emerging analytics techniques and how they translate into actionable insights for the business
- Excellent programming skills and proficiency in SAS, R, Python, SQL and other advanced statistical software
- Strong written and verbal communication and presentation skills
- Masters or higher in analytics/statistics field preferred

EOE/M/F/D/AAP/V

Send resume to:

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