



## Technical Data Analyst

**Location:** Ann Arbor, MI or New York City, NY

HookLogic is a rapidly growing technology company that powers e-commerce media, a revolutionary way for brands and shoppers to connect in and around the e-commerce environment. For retailers, HookLogic drives a new, high-profit, media-based revenue stream. For marketers, HookLogic creates unprecedented opportunities to influence in-market shoppers at key decision points. Clients include Expedia, Hotels.com, Overstock.com, and Kiddicare.com. Learn more at [www.hooklogic.com](http://www.hooklogic.com)

### What we're looking for:

Are you passionate about web analytics? Does the idea of leveraging data driven insights to optimize system performance get you going in the morning? Do you enjoy working with a bunch of smart people in a fun, challenging environment? If so, then you might be HookLogic's next Web Analyst.

We are looking for a self-motivated web analyst that can thrive in a fast-paced, rapidly evolving environment.

As a Web Analyst you will be responsible for identifying, reporting, and analyzing key performance indicators for our e-commerce media solution. You will work closely with both clients and product managers to identify key insights and to turn them into actionable product improvements. We are looking for a smart hard working individual with great communication skills and attention to detail. This is a very important role in the organization and offers excellent opportunities for growth.

### Desired Skill Set:

- Bachelor's degree in Marketing, Economics, Statistics, or related field preferred
- 3+ years of professional experience in web analytics or statistics
- Expert Excel user, proficient in SQL and working with large data sets
- Creative problem solver with advanced analytical skills
- Self-motivated with strong work ethic and the ability to multitask
- Organized with outstanding attention to detail
- Good verbal & written communication skills
- Have a "can-do" positive attitude and the willingness to get hands dirty

### Job Description:

- Provide analytical consultation and support to publishers, advertisers, and partners
- Design queries and analyze data to investigate hypotheses and garner new insights
- Bring data driven insights and recommendations into product design meetings
- Optimize ad serving algorithms to maximize performance of media programs
- Develop and refine reporting and analytics best practices
- Work with database developers to design ETL processes and reports

### Benefits package includes:

- Competitive salary
- Stock options
- Competitive vacation and personal time
- Full medical insurance coverage
- 401(k) with company contribution
- Extensive

If you feel you are the right candidate, please send your resume to [alicia.nalepa@hooklogic.com](mailto:alicia.nalepa@hooklogic.com)