

Digital Project Manager

AnalyticsIQ – Atlanta, GA

AnalyticsIQ is a dynamic, fast growing marketing data and predictive analytics company focused on providing innovative consumer and business data and analytics solutions. These solutions empower marketers to deliver more personalized experiences to consumers while helping their marketing dollars go further. Our consumer data products include demographics, affluence categories, health and wellness, psychological decision-drivers, B2B insights, and can even predict future buying choices.

Why AnalyticsIQ?

AnalyticsIQ is a proven growth company delivering unique value in a rapidly growing market. Our small, close-knit team enables us to be fast and flexible, creating solutions and delivering results to our clients in record time. As a member of our team, you will have an opportunity to thrive within an incredible culture that provides market leading solutions, competitive pay and benefits, proven support for work-life balance, a commitment to teamwork, and support for personal and professional growth.

Job Description

The Digital Project Manager is a position responsible for the management of AnalyticsIQ's digital ecosystem. This includes the activation of AnalyticsIQ's proprietary digital marketing audiences across numerous platforms, the execution of custom audience requests, the management of onboarding services performed on behalf of AnalyticsIQ clients, and any needed troubleshooting activities. This should be an individual who is knowledgeable on digital marketing, extremely tech savvy with experience using a variety of operating systems and technology platforms, and has account management skills. This individual should be an independent self-starter with critical thinking and problem-solving ability who can quickly retain and replicate repeatable tasks. As a part of our growing team, you will develop an expertise of our data products and the digital marketing ecosystem in terms of how to perform various activities, the specific requirements of different platforms, and how to solve common problems. This position reports directly to the Chief Operating Officer and will work closely with the VP of Digital Platforms.

Responsibilities

- Publication of AnalyticsIQ digital audiences
- Field, assist, and execute custom audience requests
- Perform all onboarding activities for AnalyticsIQ clients
- Work with relevant parties to ensure successful delivery and activation of data
- Managed multiple taxonomy workflows and partner bundles
- Become proficient in data and audience recommendations per client requests

Qualifications

- Technologically savvy with comfort learning and using a variety of technology platforms
- Excel proficiency
- Client-facing/account management experience
- Ability to collaborate and work with a variety of teams and team members
- Organization skills and ability to work independently
- A general understanding digital marketing and the digital marketing landscape
- Bachelor's degree from an accredited university