

Campaign Insights Manager

Reply to: Careers@Whysdom.com

About WHYSDOM

WHYSDOM is leading innovation in the sciences of consumer location science, behavior science, social listening, insight discovery, and technology that powers critical business, marketing, and advertising decisions for large brands, cities, universities, and other markets. An industry pioneer, WHYSDOM has introduced new models combining all four sciences as a single platform with AI for fueling better decisions.

With WHYSDOM, companies uncover opportunities within the consumer journey by discovering, researching, and connecting with precision focused audiences measuring real-world ROI and applying insights that drive business decisions impacting market share, digital marketing, advertising, product development, employee recruitment, and PR.

The Role:

WHYSDOM is seeking a creative and data-driven Campaign Insights Manager to join our Insights team! In this role, you will partner with Account Managers, Sales Directors, Ad Operations and Data Analysts to create compelling stories that make our clients lean in and recommend deployable WHYSDOM tactics that leave them wanting more. You will be responsible for supporting and aiding long-term relationships with your portfolio of assigned customers. You will work with various internal teams to ensure the timely and successful execution of sold campaigns, focusing on post-campaign activity that includes insights, delivery, performance, and measurement reports as well as optimization and incremental sales recommendations.

Responsibilities

This role will be responsible for delivering insightful, elegant, and actionable insights to our clients. The Campaign Insights manager must be accurate but creative, succinct but thorough, an excellent communicator and have flawless time management skills. The Campaign Insights Manager is accountable for the delivery of all insights to our clients. You will also support first and third party campaign measurement efforts, including working with internal and external data partners to ensure campaign metrics are robust, client-ready and delivered on time.

Responsibilities include but are not limited to:

- Collaborate with Ad Operations and Data Insights Analysts to analyze mid and post campaign data
- Compile media performance metrics and insights
- State the non-obvious learnings and postulate the WHY in a storytelling format

- Present campaign insights and recaps to internal and external parties, ensuring message is clear and concise
- Recommend deployable WHYSDOM tactics that create value for our clients
- Work with Product Management and Reporting teams to build new features and products, such as dashboards and automation to increase efficiency and output
- Continuously raise the bar for best-in-class delivery of insights and client value

Required Qualifications

- At least 5-10 years of Insights, Media/Sales Planning, Client Success and/or Account Management experience.
- Digital media experience and knowledge of third-party data vendors
- Data driven, comfortable with quantitative analysis
- Must be a team player with a positive attitude
- Must be able to operate in a fast-paced environment with strict deadlines
- Strong interpersonal skills, with an ability to collaborate effectively with all functions and levels
- Problem-solver, natural curiosity, ability to make decisions
- Strong verbal and written communication skills
- Strong proficiency in MS Office products (especially Microsoft Excel and PowerPoint)
- Familiarity with Looker dashboard or other data visualization tool
- Familiarity with competitive intelligence tools

Perks

- Competitive compensation
- Comprehensive benefits to include for all full-time employees (Medical, Dental, Vision)
- Company matched 401(k) Plan
- Opportunity to work for one of leading innovative mobile startups in the US
- Supportive, fun, and talented co-workers and management
- AND MORE!