Logo, company name

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**Frameplay Data Science/Analyst Leader**

Frameplay is a global in-game advertising company headquartered in San Francisco, California with global sales and development offices and teams supporting EMEA, LATAM and APAC. Frameplay truly enables game developers to place advertising easily and intrinsically within video game environments without interfering with or degrading the gameplay performance or experience.

At Frameplay, the Data Science/Analyst should be an innovator and have proven experience setting up new data science/analytics capabilities. This role is one that requires its practitioners not only to be technically savvy across numerous platforms, willing to learn the gaming industry technology or have knowledge already, and also sometimes be capable of working directly with clients and Frameplay’s Ad Operations team to ensure that their campaigns are set up correctly and meeting expectations.

Frameplay’s Data Science/Analyst needs to be capable of working with numerous data management, yield optimization, and performance measurement vendors. Responsibilities include vetting and integrating new partners, as well as working with them after installation on things like new software releases and platform customizations to ensure sound measurement practices with the game and advertising industries.

**Required Skills**

* Develop Solutions:
  + Develop reporting and analytic solutions that drive business insights and support organizational decision making. Working both with query data and databases.
  + Create and implement a program reporting method for organizational distribution.
  + Evaluate performance metrics and suggest ideas for program improvement.
  + Proactively contributes ideas for new projects, streamlining existing processes, and enhancing analytic methodology
  + Work with marketing business sponsors to develop information and data requirements based on feedback and reporting needs.
  + Define and create data and analytic models to support self-service analysis and reporting initiatives.
  + Support marketing business sponsors to ensure self-service reporting UAT testing is completed and deployed analytic solutions are adopted for customers and internal stakeholders.
  + Participate in the rollout of analytic solutions to production, including planning, training, and drafting of associated documentation
* Analyse Data:
  + Regularly analyse data, providing insights to solve real world business problems, interpreting and reporting results of analysis to stakeholders in leadership and marketing.
  + Provides data insights and presents quantitative analyses in a format that is easy to understand for a non-technical audience
  + Performs complex ad-hoc queries and analysis in support of marketing and business objectives
  + Use web and social media analytic tools to identify opportunities to improve online interactions.
* Define KPI’s:
  + Define key performance indicators to evaluate program performance.
* Segmentation:
  + Conducts data reduction, segmentation and predictive modelling projects in SAS, R or Python (i.e.: logistic and linear regression, cluster analysis, factor analysis)
  + Develop consumer personas and segments to facilitate the deployment of targeted and personalized marketing content and interactions.
* Data Quality:
  + Performs advanced exploratory data analysis and data manipulation to audit and assess data quality
* Predictive Models:
  + Build predictive models to enable proactive marketing communications.
* Customer Facing: from time-to-time be customer facing

**Education & Experience**

* BA/BS in a quantitative discipline required (Statistics, Business, CIS, Mathematics, Social Science, or related field); Master’s degree preferred
* 5+ years of progressively responsible experience in a marketing analytics environment
* Experience in Digital Marketing with experience in Digital Advertising, Website Management, Lead Generation and/or Lifecycle Marketing
* Experience with B2B Marketing in the Advertising, Ad Tech and or in-game advertising video game space, including DSP/SSP programmatic capabilities
* Experience with relational databases or Big Data technologies & analysis software required
* Experience with Excel, PowerPoint, SQL, Tableau required

**Knowledge, Skills & Abilities**

* Moderate proficiency with SAS or Python required
* Knowledge of core predictive modelling techniques & ability to build sophisticated predictive and prescriptive models

We are hiring! Please apply by sending a resume to hr@frameplay.gg noting the job title in the subject line of the email.

Frameplay is an equal opportunity employer committed to fostering an inclusive, innovative environment with the best employees. Therefore, we provide employment opportunities without regard to age, race, color, ancestry, national origin, religion, disability, sex, gender identity or expression, sexual orientation, or any other protected status in accordance with applicable law. If there are preparations, we can make to help ensure you have a comfortable and positive interview experience, please let us know.