



## TRIANGULUM INSIGHTS

### Data Analyst

Location: Flexible, although Connecticut, New York, Chicago, or Miami Preferred

We love data. We love advertising. We love brands. If you do too, we may be a perfect match.

Triangulum Insights helps some of the largest advertisers in the US and globally make better advertising decisions by analyzing Big & Small Data. We do this by combining the power of technology, consumer response & surveys, and great human thinking. We empower our clients with easy to understand visualizations of campaign results. We dig deep into the data to understand not only if the campaign is working, but how it is working so that clients can replicate success over and over.

This newly created Data Analyst position will give you the opportunity to use your math & logic skills together with your strategic thinking and problem-solving skills. If you haven't worked with Tableau before, we will train you. You will have an exciting opportunity to make a huge impact within a fast growing, tech enabled analytics company with lots of room to grow as our business expands both in the US and globally.

Some of your responsibilities would include:

- Check survey programs and data for accuracy.
- Prepare data for analysis including interacting with clients and media agencies to map all data based on campaign and insights goals.
- Prepare client deliverables in Tableau, including summarizing campaign results for client review.
- Mine campaign results for key insights into how the campaign is performing so clients can optimize.



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### Requirements

- BA or BS in relevant field which may include social or bio sciences, math, marketing/business, etc. Or relevant experience.
- Solid understanding of math and statistics, along with critical thinking and problem-solving skills.
- Great attitude, able to work remotely or in a small office environment communicating with colleagues around the world.
- Knowledge of coding or experience with Business Intelligence tools a plus, but we'll train the right candidate.

### About Triangulum

Triangulum Insights develops campaign and brand health measurement systems with reporting deliverables that are responsive, adaptive, and inviting - because measurement should enable decisions across your organization and stakeholders. We are innovative, open and agile. We partner with best in class technology platforms to bring measurement of both online and offline advertising and marketing campaigns. Deliverables are carefully built and curated by advertising measurement experts to empower decision making.

<http://www.trianguluminsights.com/>