

Marketing/Product Data Analyst


Are you ready to be excited every morning for your day to begin? Arkadium employees share the common trait of loving their jobs. Why? Because they are surrounded by the smartest, most talented and fun professionals in gaming. At Arkadium we work hard and play hard and are looking for exceptional people to join us in our quest to become the most successful casual games company in the world. Those who join us get competitive salaries, 401k, medical and dental benefits, and a vibrant work environment replete with white boards, game nights and bake-offs. We're not a flash in the pan either. We've been around for 8 years and are proud to be one of the few in the industry who survived the economic crisis without a single layoff. Even better, we've built the business from the ground up on our own profits - we are not beholden to VCs, and we don't change our vision and products on a quarterly basis. When we're not making awesome games, we're laughing - all in the heart of the greatest city in the world.

Arkadium is looking for a Marketing/Product Data Analyst. This person should be part data geek part secret ninja and will be responsible for defining data architecture, performing comprehensive analysis and giving recommendations on all aspects of the company's games and flagship Game Arena product. Arkadium's Game Arena was designed to help websites capture, increase and monetize their game players. A full service solution, the Arena combines game community features such as trophies, points, ratings and challenges with a full suite of casual games all of which can be white-labeled to serve any clients needs. The Data Analyst will ultimately be working to better understand and monetize the millions of unique gamers Arkadium reaches each month.

Our ideal candidate breathes and dreams numbers because he/she knows it holds the key to success. He/she should be able to determine what data to track, how to read it, interpret it and use it to recommend changes. Equally comfortable with creative and business types, the Data Analyst will spend a third of their time helping to structure the right type of data tracking, a third of their time analyzing game play and site traffic trends and the other third coming up with new features and offers perfectly catered to our audience.

Responsibilities

- Define reporting specifications, data structure and tracking requirements for all Arkadium products
- Drive the creation of technical specifications and coordinate implementation with the development teams
- Determine and analyze key success metrics, and rigorously test and optimize for them
- Strategize, analyze and assist in delivering fun, profitable and addictive user experiences

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- Drive profitability through optimization of Arena features, product offers, targeting, pricing and creative testing
 - Manage all data analysis and web analytics of Arkadium products. Trend, interpret, report and define actionable recommendations for any and all findings
 - Perform A/B testing on games and web pages
 - Create and present weekly, monthly and quarterly reports for clients and internal teams
 - Work closely with Sales, Product and Producers to evangelize, support and measure the impact of new features to Arena clients

Qualifications

- 3+ years of online marketing experience with emphasis on utilization of data analysis/web analytics tools (Google Analytics, comScore, Coremetrics, etc.)
- Demonstrated capacity for developing reports, analyzing data and driving concrete recommendations
- Experience with the creation and execution of A/B testing
- Strong multitasking skills and attention to detail
- Excellent written and verbal communication skills with numerical and analytical aptitude
- Proven ability to communicate and partner with various department or groups within an organization such as Marketing, Production, Product, Development and IT
- Strong presentation skills
- Advanced Excel skills
- BA/BS degree (Math, Stats or CS preferred)
- Knowledge of advertising industry and online advertising metrics.
- Familiarity with Flash and other web technologies.
- Experience with social media, virtual economies or gaming products a plus