



TRIANGULUM INSIGHTS

Research Manager

Location: Flexible. Illinois, Ohio, New Orleans, or CT/NY/NJ

We love data. We love advertising. We love brands. If you do too, Triangulum 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.

The Research Manager's primary responsibility will be to manage analytic and research projects. This is a hands-on position - you will need to manage time effectively in order to execute multiple analytic projects at a time. You will need to prioritize and communicate effectively with internal team members, clients, and technology partners while remaining flexible to changing client needs.

You will be working with some high visibility brands and their agencies and have an 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:

- Interface with client, technology partners, and internal subject matter experts in order to effectively manage analytics projects.
- Develop consumer surveys/questionnaires and manage the survey programming process.
- Analyze campaign results, prepare client deliverables, summarize campaign results and make tactical and strategic recommendations supported by data.



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- Mine campaign results for key insights into how the campaign is performing so clients can optimize.

Requirements

- BA or BS in relevant field which may include social sciences, marketing/business, etc. or relevant experience.
- 5+ years of experience managing marketing research and/or ad measurement projects including survey design, set-up and reporting results.
- Solid understanding of business 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.
- Experience with Tableau and advertising research or cross-media/ad effectiveness research a plus.

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/>



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