

PowerPhyl Media Solutions LLC seeks Project Manager (Digital Market Research).

Master's degree in a field closely related to market research such as business administration, marketing, or professional communications.

Job duties:

1. Use sophisticated methodologies and techniques: as well as software that enables statistical analysis to analyze the performance of clients digital marketing campaigns
2. Monitor the performance of client's competitors digital marketing efforts and incorporate such data into client's campaign performance analysis.
3. Prepare reports for clients and company management that convert complex data and findings into understandable tables, graphs, and written reports that include data-driven strategic recommendation for optimizing the performance of digital marketing campaigns.
4. Through review of relevant industry literature and other sources, stay current on the state of the digital marketing landscape and provide management with forecasts regarding the future pricing and efficacy of various digital marketing channels including social media, influencers, and paid ads.
5. Other related tasks as assigned by management

Work site: New York, NY

Mail resumes: 434 W. 33rd St, 7th Floor, New York, NY 10001