Manager of Digital Analytics (Digital Experimentation)
Marriott International
To apply, please visit Marriott’s career website [www.marriott.com/careers](http://www.marriott.com/careers) and search for job posting 15000M4Q.

JOB SUMMARY
The Manager, Digital Analytics (Digital Experimentation) supports the business priorities and success of Marriott’s digital product and marketing organization by collaborating with Marriott’s User Research team to:

- Design experiments to measure the impact of new or updated campaigns, content, features, and pages on Marriott.com.
- Analyze data generated by experiments and present findings to stakeholders.
- Develop scalable tools and techniques to evaluate experiment data and report results.
- Identify opportunities and hypotheses for future testing via statistical analysis and data mining.
- Use SAS or R to perform deep-dive statistical analysis to supplement topline results of experiments.
- Create visualizations via Tableau to communicate the results of statistical tests and analysis to stakeholders.

CANDIDATE
Work Experience
- 2-4 years of relevant work experience, ideally with applied experience in experiment design, hypothesis testing, marketing analytics, or statistical analysis.
- Experience in ecommerce or digital marketing considered a plus.

Technical Requirements
- Relevant experience with the following tools:
  - SAS or R to conduct hypothesis tests and statistical analysis.
  - SAS, R, or SQL to manipulate and shape large data sets.
- Familiarity with the following tools (preferred but not required):
  - One or more web analytics platforms (Adobe Reports & Analytics (i.e. SiteCatalyst), Google Analytics, etc.).
  - One or more A/B or multivariate testing platforms (Adobe Target, Optimizely, Monetate, etc.).
  - Tableau to create data visualizations that communicate results and trends.
  - SQL to query distributed databases.

Academic Requirements
- Bachelor’s degree in a related field. Strong coursework in quantitative disciplines, including engineering, mathematics, operations research, or statistics.
- Graduate degree in a related field a plus.

CORE WORK ACTIVITIES
Managing Work, Projects, and Policies
- Meet with stakeholders to formulate test objectives and ensure tracking is in place to support these objectives.
- Provide expert assistance in designing and sizing experiments to provide necessary levels of power and precision.
- Monitor experiments to ensure test groups, control group, and tracking are set up correctly.
- Identify best practices to inform Marriott.com and marketing optimization efforts. Assess current practices and make constructive recommendations for future tests.
- Present test design, results, and analysis to audiences with diverse roles and backgrounds.

Demonstrating and Applying Discipline Knowledge
- Stay up-to-date on developments in new statistical methods, data mining techniques, and analytics tools.
- Understand and apply best practices for designing statistical experiments, including sample-size calculations.
- Advise other team members on experiment design and measurement.
- Manage a workload of multiple projects and support several teams within Marriott’s digital organization.
- Possess strong oral and written communication skills.