



**Role: Senior Consultant (Asia Team, based in Hong Kong or Singapore)**

The Senior Consultant is responsible for providing strategic consulting and insight to one of Epsilon's key clients in the Asia Region. S/He will be responsible for the localization and roll-out of global strategy as defined by the global strategy team, as well as supporting the Epsilon account teams to facilitate business growth in the Asia Pacific region.

The ideal candidate for this position will have a combination of interactive direct marketing and quantitative analytical skills, along with consultative experience helping clients improve their marketing performance.

**Responsibilities**

Work day-to-day on client service engagements, typically with regular visits on client premises.

- Provide quantitative and strategic marketing consulting services to clients. Examples include:
  - Campaign Optimization - work with clients to optimize email and online marketing campaign performance.
  - Email campaign/program management - lifecycle messaging strategy development, analysis, and performance improvement through customer acquisition, retention, cross-sell and winback
  - Emerging technologies - research and develop interactive programs for clients, utilizing emerging technologies in Web, viral, and Social Networking community spaces.
  - Help clients gain insights into their business and customer behavior through analysis of campaign data, transactional data, customer profile data, etc.
  - Customer Lifecycle Management - develop multi-channel contact strategies tailored to individual customer segments.
  - Business Development - Support sales teams in new prospect meetings and client renewals.
  - Make recommendations to optimize contact strategies for maximum revenue impact.
- Marketing playbooks creation and test plan design
- Define performance metrics and measurement scheme
- Conducting industry or functional research and related analyses to support client service work
- Identify, plan, and execute analysis opportunities.

## Requirements

- 4 to 6 years of experience in related position.
- Strong analytic thought process and ability to interpret findings.
- Advanced level on MS Excel and Powerpoint
- Experience with SAS and SQL for data manipulation preferred.
- Ability to work effectively with diverse teams including statistical, technical and marketing resources.
- Strong verbal, writing and presentation skills.
- Bachelor's degree in a quantitative field.
- Experience with digital marketing, loyalty programs, database marketing and consumer product marketing is desired.
- Ability to thrive in a dynamic work environment
- Strong Communications skills in English essential
- Strong Communications skills in Asian Language (Chinese/Japanese) preferred

## About Epsilon International

Epsilon International is the industry's leading marketing services firm, with a broad array of data-driven, multi-channel marketing solutions that leverage consumer insight to help brands deepen their relationships with customers. Services include strategic consulting, acquisition and customer database technologies, email marketing and analytic services, predictive modelling, loyalty management, and direct and digital agency services.

With local offices in the Australia, China, Hong Kong, Singapore, U.K., France and Germany, Epsilon International is an operating unit of Epsilon. Founded in 1969, Epsilon is headquartered in Dallas, USA and comprises three major business services groups: Marketing Technology, Purple@Epsilon, and Epsilon Targeting data services. Epsilon is the world's largest permission-based email marketing provider.

Epsilon is an Alliance Data Company (NYSE: ADS). For more information about Epsilon's marketing solutions in Asia Pacific, visit [www.epsilon.com/apac](http://www.epsilon.com/apac) or email to [apac-info@epsilon.com](mailto:apac-info@epsilon.com).

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