



TITLE: Marketing Analyst
LOCATION: San Francisco, CA

THE OPPORTUNITY:

hint® is seeking a Marketing Analyst to join our eCommerce marketing team. The Marketing Analyst will deliver insights and recommendations that will directly impact decision makers and marketing campaigns across the Direct-To-Consumer business and overall eCommerce department.

The ideal candidate will be highly collaborative, and help the team break down and understand key metrics of the business. You should have experience and be familiar with monitoring, analyzing, and optimizing website traffic and trends, A/B marketing tests, conversion rates, retention metrics, LTV data, attribution modeling, and subscription metrics.

In this role, you will help ensure that everyone in Marketing is empowered to make data driven decisions, and to make a positive impact on customer acquisition and retention. In addition, you will be responsible for looking for data trends that provide actionable insights to help the business grow and succeed. The ideal candidate will have proven experience in analyzing ecommerce businesses, a track record of data-driven decision making, an aptitude for analytical thinking, and the ability to think strategically.

WHAT WILL YOU DO?

Monitor, analyze and optimize website activity, trends, and rankings. Monitor and report on customer acquisition & ecommerce metrics related to visits, conversions, subscriptions, LTV, and overall user experience.

Partner with the marketing team to help drive customer growth, repeat purchases, and increase brand awareness and engagement.

Design and deliver weekly and monthly forecasting dashboards and reports to communicate business trends and opportunities, including executive summary reports as needed.

Perform post campaign analyses for Digital, TV, and other offline channels to measure effectiveness and return on investment.

Analyze shopping and buying behavior to inform marketing opportunities and campaigns.

Pull and deliver daily and weekly spend and performance reporting from all marketing vendor platforms, and own all eCommerce reporting, dashboards, and analytics for the Marketing team.

Determine profitability of potential marketing tests and programs, new business ventures, and operational investments through building ROI proformas and present findings to key stakeholders.

Analytical lead on digital optimization A/B testing.

Create, maintain and analyze weekly, monthly and YOY multi-channel reports, containing key business metrics that impact daily business decisions.

WHO WILL YOU WORK WITH?

- CFO
- SVP, eCommerce
- Direct to Consumer (DTC) and Ecommerce Teams

WHO ARE YOU AND WHAT YOU WILL BRING?

- At least 3+ years of experience in ecommerce or marketing analytics
- Highly analytical and strong experience using Google Analytics, BI, Tableau, and other website analytics tools
- Expert Microsoft Excel skills
- Understanding of ecommerce businesses, digital advertising, and site tagging
- Self-starter but able to take direction, ability to work both independently and as a team player
- Attention to detail, organized, and ability to thrive in high pressure start up environment
- Bachelor's degree in Mathematics, Statistics, Economics, or Business

We are located in the Union Street District in San Francisco. Competitive salary and bonus offered. No relocation. Healthcare benefits 100% paid for by company, FSA, 401K (regular and Roth), gym stipend, snacks and LOTS of water! Free parking at the Marina Green, or accessible by MUNI or Golden Gate Transit.

WHO ARE WE?

hint[®] water is a refreshing alternative to sodas, juice and other sweetened drinks and it tastes great! We are on a mission to help the world live a healthy lifestyle, both by offering our delicious products for consumption, and by supporting other healthy initiatives. Apparently, we have struck a chord, and our water is popping up in all sorts of places such as Time Magazine, the Academy Awards, on *Grey's Anatomy* and in the hands of fans such as John Legend, Steven Spielberg and Charlize Theron. **hint** was named one of the "15 Startups You Need to Know for 2015" by Forbes.

Founded in 2005 by former AOL Executive and Award Wining Entrepreneur, Kara Goldin, **hint water** has expanded to over 16 delicious flavors and 6 flavors of **hintfizz**[®], a line of unsweetened sparkling water. We recently introduced our third product line, **hint kick**[™], marrying the same delicious fruit-kissed water with a light touch of caffeine! The leader in flavored essence water, **hint** and **hintfizz** can be found in fine grocery and retailers across the United States such as Whole Foods, Andronico's, The Fresh Market, Starbucks and Bristol Farms. **hint** waters can also be purchased online at www.drinkhint.com and Amazon.com.

The idea behind **hint** is simple: pure water, nature's original refreshment, accented with fruit essence. No sugar, no diet sweeteners. EVER.

HINT, Inc. is headquartered in San Francisco, California.
www.drinkhint.com

If this sounds like you, please send cover letter and resume to: ghuntting@drinkhint.com. Please include "Marketing Analyst" in the subject line – thanks.

We look forward to meeting you.