

MEDIA BRIDGE

REPORTING SPECIALIST

JOB DESCRIPTION

Media Bridge is seeking a Reporting Specialist. Media Bridge has been building an all-in-one marketing dashboard solution for its clients over the past two years. The goal of these dashboards is to bring all marketing, sales, and web data under one roof to help our clients by allowing our team to make smarter, more-informed marketing decisions on behalf of our clients, and for our clients to have a higher level of transparency for their campaigns.

The Reporting Specialist would be responsible for building and maintaining all client dashboards with assistance from the Marketing team as needed. We are looking for someone that can help us take our reporting to the next level by establishing a more efficient dashboard process while also looking for ways to improve the overall effectiveness of these dashboards through new, innovative visualizations. The Reporting Specialist will also be assisting in pulling and developing custom reports out of various media platforms, such as AnalyticOwl, STRATA and ZOHO applications.

Founded in 2010, Minneapolis-based Media Bridge Advertising has a diverse client roster that includes Inspire Medical Systems Inc., It's Just Lunch, Renters Warehouse, Kris Lindahl Real Estate, Louisiana-Pacific Corporation, Gutter Helmet, SPIRE Credit Union, Allina Health, Secondhand Hounds and numerous others. We're a tight team of smart, competitive, hard-working, fun and entrepreneurial marketing pros who specialize in getting clients more bang for their media buck. Most of all, we wake up every morning knowing that if our clients don't grow, we don't grow.

Media Bridge has been named to the Inc. 5000 list of fastest-growing privately held companies in America three years in a row by embracing our philosophy of Media the Way It Should Be™. That means aggressively negotiating top-notch media value for our clients through a process of unprecedented accountability, transparency and integrity. A surge in new business has opened up this new opportunity, and we're looking for the right fit in several ways.

“Culture Fit” We’re Looking for at Media Bridge

We have a fun and vibrant culture that allows you to be you. We believe in equality, diversity and generally being good people who “do the right thing.” We're a no-excuses, results-driven group who also likes to have fun. In this professional-yet-relaxed environment, we want employees who enjoy what they do and where they work, and who constantly strive to help us grow by helping our clients grow.

JOB SKILLS & REQUIREMENTS

- A detail oriented, logical thinker with understanding of various databases and skills to connect them
- Experience working with a data warehouse and/or analytics team
- Excellent analytical and problem-solving skills
- Strong experience with Microsoft Excel/Google Sheets, including writing Macros
- Create and maintain standards for design and QA of dashboards
- Ability to think critically to enhance one-off reporting as needed
- Assess and improve current processes and recommend changes as needed

PREFERRED SKILLS and KNOWLEDGE

- Visual Basic Application (VBA) for Microsoft Excel/Google Sheets
- Google Sheets Scripting
- Google Data Studio and/or other similar data visualization tools
- JSON/APIs to establish connections between data sources and visualization platforms
- SQL
- Zapier



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- Python, Javascript or other programming languages
- Computer Science and/or Math degree preferred
- Understanding of marketing and key marketing KPI's

How to apply: Email your resume to mary@mediabridgeadvertising.com

