

JOB DESCRIPTION & AD: Data Analyst

Job Title: Data Analyst
Location: Los Angeles, California or New York, NY
Start Date: Immediately
Apply: Send whatever you think represents you the best - cover letters, resumes, stories, case studies, photos and/or work products – to jobs@socialreality.com

Company Description

Social Reality is a fast growing advertising technology company. Social Reality's businesses, GroupAd and the Social Reality Ad Exchange - SRAX, connects advertisers with audiences across the whole spectrum of digital media. If you're interested in working at the intersection of media, web publishing, advertising and technology at a fast, fun and energetic company, then Social Reality is the right place for you.

We're renegades and rebels and we believe that success is nothing short of doing the impossible.

Candidate Description

We only hire rock super stars. If you're not awesome, we're not interested.

This is what awesome means:

- You're the best at what you do. You've never met anyone better. And you'd bet your life on that.
- You excel at stuff outside of work. You might run marathons, volunteer like crazy, ride a motorcycle cross country, free dive, sky dive, write novels, beat video games in a single sitting, and generally be smart, motivated and driven. But you don't sacrifice work for lifestyle. You love your work so your work is supreme.
- You're fun to be around. You're interesting. You've done some really cool stuff and you like talking about it.

Job Description

This person understands ad tech, digital advertising, and ad operations. Should be highly capable at A/B testing and statistical analysis. Understanding of ad tech and media buying platforms is a plus. This role will work with our trafficking and campaign management team to analyze campaign data to communicate trends and insights internally for optimization and client communication. This person will work closely with ad ops to execute experiments and A/B tests, which will be well documented and reported. These insights will be transferred in actionable methods and tracked against existing campaign practices.

Qualifications

- ✓ 3 years in an advertising technology or digital advertising company
- ✓ Significant understanding of statical analysis
- ✓ Strong quantitate skills
- ✓ Ability to analyze data outside of Excel