



Business Analyst

Mount Laurel, NJ | Norcross, GA | Lanham, MD

LTS is searching for its next Business Analyst to be part of a marketing team that supports all business units in developing strategic and tactical plans, internal and external communications. The analyst will work closely with the product management team to assist in the development and execution of company's branding, product launch, channel marketing, PR and communication plans within the United States territory. Primary responsibilities include budget management, product marketing, marketing communications, channel marketing and public relations.

Responsibilities:

- Conduct and analyze day-to-day operations, business issues, prepare reports analyzing finance, quality, customer service and market share, assist in establishing performance goals and targets for an assigned team.
- Perform financial analysis and projection, particularly in profitability, cost, and cash flow on a regular basis. Research factors that contribute to or reduce profitability. Assess risks, benefits, and analyze data gathered on new investment and business opportunities to increase profitability and to forecast future marketing trends. Analyze cost effectiveness in the following areas: labor, storage, space rental, warehouse, transportation, and all inbound/outbound process and operation.
- Gather data on competitors and analyze prices, sales and methods of marketing and distribution; using such data to certify opportunities and problems, and to improve operation performance from quantitative and non-quantitative analysis.
- Collect data on customer preferences and service requirements. Research customer feedbacks to further improve the company's service strategically. Explore effective and creative marketing plans to promote service, expand the client base.
- Assist in planning and development of long and short-range company product communication plans, marketing programs and/or sponsorships for new and existing company products.
- Assist in PR strategy and initiatives including product review programs.

Qualifications:

- Bachelor's degree in business, marketing, MBA, finance, economics, communications, computer science, engineering or equivalent combination of education, experience and expertise. Master preferred.
- Related work experience preferred.
- Deep understanding of business and data analysis/reporting procedures.



- Comfortable with budgeting and analysis.
- Strategic thinker but also able to execute and manage minor details. Must be comfortable securing internal sell in of programs and ideas and making recommendations for strategy and execution.
- Creative, organized and timeline driven. Must be able to prioritize and manage multiple projects simultaneously.
- Outstanding written and verbal communication skills, demonstrates business acumen, able to lead small projects.
- Proficient PC skills (Word, Excel, PowerPoint, MS project).
- Bilingual (English and Chinese) is a plus.

Please contact HR@LTSecurityinc.com for more information. We offer a competitive salary and sales bonus plan along with attractive benefits. Please submit your resume and expected salary requirements to hr@ltsecurityinc.com