

# United Arab Emirates Jobs Expertini®

## CRM Specialist

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Company: Instashop

Location: , , United Arab Emirates

Category: other-general

InstaShop: Shops you love delivered better Role overviewApplication BackCRM Specialist Marketing - United Arab Emirates, AE - Full time - 857 InstaShop, headquartered in Dubai, is the leading online marketplace for supermarkets, pharmacies, pet shops & other businesses in the Middle East. With a young & motivated team & an office resembling the ones of startups in San Francisco, InstaShop is the right company for individuals passionate about adding value within a fast-growing technology company. The CRM Specialist will be based at our Dubai office and will be an integral part of our dynamic team, responsible for executing CRM strategies and ensuring excellent customer engagement and retention. The successful candidate will be fluent in both Arabic and English, possess expertise in CRM flows and ad hoc campaign management, and have hands-on experience with the Braze platform. Primary Responsibilities: CRM Campaign Execution: Implement end-to-end CRM campaigns to enhance customer retention, engagement, and conversion. Collaborate with cross-functional teams, to ensure seamless campaign execution. Ad Hoc Campaign Management: Develop and execute ad hoc CRM campaigns (push notifications, emails and in app messages) to address specific customer needs or target segments. Monitor and optimize the performance of these campaigns to achieve desired outcomes. Customer Segmentation: Utilize customer data to segment the user base effectively and deliver personalized messaging that drives customer loyalty and satisfaction. Braze Platform Management: Leverage the Braze platform to create, schedule, and analyze campaigns. Stay updated with the latest Braze features and best practices to optimize campaign performance continually. A/B Testing: Conduct A/B tests on various campaign elements,

such as subject lines, content, and delivery timings, to identify the most effective strategies. Performance Analysis: Monitor and analyze CRM campaign performance metrics regularly. Prepare insightful reports and recommend improvements to enhance customer engagement and ROI. Communication: Collaborate with the CRM team, as well as Marketing and Product teams, to align CRM strategies with overall company objectives. Effectively communicate campaign plans, results, and insights to stakeholders. Customer Journey Optimization: Work closely with the CRM Manager to analyze customer journeys and identify opportunities for enhancing user experience, retention, and conversion rates. Troubleshooting: Identify and address CRM-related issues promptly. Collaborate with the technical team to ensure smooth campaign execution. Data Integrity: Ensure accurate and up-to-date customer data within the CRM system. Maintain data hygiene and compliance with data protection regulations. To use the InstaShop services as per the company policies in order to provide feedback on how to improve the service Requirements: Bachelor's degree in Marketing, Business Administration, or a related field. Proven experience (2+ years) in CRM campaign execution, preferably within the e-commerce or technology industry. Fluent in both Arabic and English, with excellent written communication skills in both languages. Proficiency in using the Braze platform for campaign management and analysis. Strong analytical skills with the ability to interpret data and derive actionable insights. A creative mindset with an eye for detail to deliver engaging and personalized CRM campaigns. Familiarity with A/B testing methodologies and a data-driven approach to decision-making. Ability to work in a fast-paced environment and manage multiple projects simultaneously. Team player with excellent interpersonal and communication skills. Everything you need in just a few clicks! Get the app today for free! Try it out today! Shop now

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