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CVM Insights Manager Jobs in Dubai | Majid Al Futtaim Jobs 2022

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Company: Majid Al Futtaim

Location: dubai

Category: other-general

1- CVM Insights Manager

Job: Full Time

Location: Dubai, UAE

Description:

Drive Customer Engagement across Majid Al Futtaim through data driven insights. This role will be responsible for driving the campaign insights for our 1 to 1 Marketing campaigns. This role will partner with Marketing / CVM teams across business to realize CVM vision and North star while also driving the value of the customer cross-BU & SHARE (MAF's groupwide loyalty program).

Job Responsibilities: Act as a Campaign Analytics subject matter expert for the CVM program at large across Majid Al Futtaim driving Campaign effectiveness across businesses

Perform data analysis to identify key trends and opportunities to recommend new campaigns and drive campaign effectiveness

Analyze the customer data and recommend key campaigns across: acquisition, cross sell / up sell, retention / churn prevention, re-engagement

Develop the post campaign analysis framework and conduct post campaign analysis for the SHARE campaigns

Job Requirements: Bachelors or Masters degree in Analytics or Marketing or any quantitative discipline

Proven experience in driving growth and revenue through data analysis

Expert in Marketing Campaign Analytics

Experience in Loyalty program analytics and reporting #J-18808-Ljbfrr

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