

# United Arab Emirates Jobs Expertini®

## Marketing Manager Jobs In Dubai UAE 2023 | Al Ansari Exchange

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Company: Al Ansari Exchange

Location: Dubai

Category: sales-and-related

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Description:

We are a leading partner for luxury across the Middle East. With more than 600 stores, 300 brands and over 65 years of experience in the region, we have become a major player in the beauty, fashion and gift sectors, by offering service excellence to our partners and delighting all our customers. We are moving fast from a traditional distributor and retailer for luxury in the Middle East, to a hybrid retailer bringing luxury experiences to the fingertips of customers everywhere.

Responsibilities:

You will be the lead for the overall e-commerce retention across web and app amongst the online and offline customers in the GCC.

You will report directly into the Head of E-Commerce and be working in close collaboration with Paid Marketing and Product Development.

You will have the freedom to set out and execute your own approach as long as your actions increase retention and loyalty, and are in line with our brand positioning.

You will be setting up new email/SMS/notification flows, optimizing existing flows, creating campaigns, mapping out launch strategies, and contributing to the overall growth of our online business.

## Requirements:

6+ years of experience in eCommerce, with a deep focus on retention and lifecycle

Familiarity with performance tracking, measurement, attribution models

Proven marketer who understands and has worked in a startup environment

Track record of increasing retention rate and LTV Proficiency with Adjust is required

Experience with Salesforce Marketing Cloud and Salesforce Commerce Cloud is a big plus

Highly analytical, structured thinker who is able to glean clear, salient ideas from complex information and very clearly communicate them to a diverse set of stakeholders in a way they will understand Detail-oriented and organized thinker.

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