

Senior CRM executive Sports

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Company: GMG

Location: dubai

Category: other-general

Planning and execution of brand specific CRM campaigns including push notifications, emails and SMSs Analyzing campaign data to identify key user segments & design targeted campaigns to maximize LTV and repeat rates for each segment. Creation and implementation of an optimized daily/ weekly/ monthly communication plan tailoring communication to different customer segments with focus on maximizing revenue, traffic, conversion & CTR. Tracking effectiveness of scheduled campaigns through regular reporting, continuous learning and optimization of campaigns basis KPIs Experience in Email HTMLization Core Responsibilities (SMART Goals): 10% uptick in Open rates basis Subject line optimization in 4 months 10% uptick in Click rates by experimentation and giving creative feedback in 4 months. Improving Click to conversion ratio by 10% in 4 months by ensuring content to campaign relevancy Improving CTRs by 3% per month basis increased segmentation and relevant targeting People- Management: Weekly cadence with category team for input optimization Bi-weekly cadence with content team for content optimization Requirements: Degree in business or marketing At least 2-4 years of experience in CRM and campaign management, email marketing, and e-commerce campaigns Experience with customer data and segmentation models Familiarity with common tracking and analytics tools (Google Analytics, MoEngage, WebEngage, etc.) Very good knowledge of conceptualizing and designing target group-specific and cross-channel campaigns. Understanding of KPI-based campaign performance measurement Confident handling and experience with common marketing automation systems Team player, with a high level of commitment, drive and enthusiasm

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