

Marketing Agent - CRM

We are currently looking for a **Marketing Agent** position to work in a fast-moving iGaming environment, where the main goal is to optimize player loyalty according to the needs of our online customers.

Your challenge:

As **Marketing Agent on CRM scope**, your challenge will be to manage the operational set-up of the CRM strategy. To perform this mission, you will need to:

- ✓ Work closely with the technical teams to implement the CRM tool.
- ✓ Identify player segments and create tailor-made mailings.
- ✓ Create a marketing plan based on the CRM needs and take charge of the creation of the scenarios present in this plan.
- ✓ Actively solve any possible problems during the development of the marketing plans.
- ✓ Take responsibility for the delivery of the scenarios within the foreseen deadline and its implementation via the various means of communication available in the CRM tool.
- ✓ Develop multichannel campaigns (email – SMS – bannering, etc.).
- ✓ Perform a regular follow-up and respond to the questions of the customer service department.
- ✓ Assure the reporting of the results generated by the CRM campaigns and offer propositions to optimize these results.
- ✓ Set up A/B testing and perform ongoing assessments.
- ✓ Coordinate and articulate with Product, CS, Design and PX teams, according to its needs.
- ✓ Assure a regular reporting about the progress of the various CRM projects.
- ✓ Monthly reporting.

Your talents:

- ✓ Analytical skills – Organized – Reactive
- ✓ You have a degree in marketing, communication or web strategy and have already had the opportunity to develop your skills in marketing project management (at least 2 years) and/or customer loyalty/retention.
- ✓ Any experience in customer retention is a serious asset.
- ✓ You are English and Portuguese proficient and have excellent spelling and writing skills in these two languages.
- ✓ You are a good communicator and like to work in a group due to your excellent interpersonal skills, both with your colleagues and the management. You are able to get results thanks to your organizational skills and your sense of diplomacy.

- ✓ Your previous employers have recognized your capacity to manage your stress levels. Your analytical skills and intelligence allow you to understand a situation and find adequate solutions.
- ✓ You like to be efficient, show initiative and are solution/result oriented.
- ✓ You are resourceful, know how to work on your own and are at ease with various IT tools, especially Outlook, Word, Power Point and Excel.
- ✓ Experience with CRM software and a basic knowledge of HTML are an asset.

Our offer:

- ✓ An enriching and valuable experience in a playful sector!
- ✓ A full- time contract, with an attractive and dynamic salary package to match your talents and investment.
- ✓ A training with professional and passionate colleagues in a fun and challenging environment.
- ✓ An experience in a company that is in full expansion and ambitious about its development.

If you are interested and think you match this profile, please send your CV with the Ref.CRM to info.online@estorilsoldigital.com