



Example of CRM Analyst Job Description

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Our company is growing rapidly and is looking to fill the role of CRM analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for CRM analyst

- Build strong and aligned relationships with other analysts working around the business
- The candidate will need to be a keen Marketing team player, able to proactively suggest analysis to add value to the business where ever possible
- Develop circulation list and tracking codes for all emails
- Analyze email performance at a granular level to uncover insights that will inform campaign strategy and execution moving forward
- Apply statistical analysis skills to consult on and analyze results of marketing tests across multiple channels
- Scrutinize data sets and reports to ensure accuracy, validity, and data integrity
- Partner with Data Warehouse team to implement upstream data fixes as necessary to ensure data integrity
- Work closely with Marketing Channel Owners and individual Marketers to deliver on campaign success metrics
- Develops and analyzes customer reports and other KPI tools to help identify new opportunities
- Create the files for targeted marketing campaigns and surveys and proof for accuracy of selected customers

Qualifications for CRM analyst

- Relevant numerical degree (economics, statistics, or marketing/business

- Experience with customer call centers and common call center technologies - OpenCTI, PBX, WFM, CRM
- Experience working in either sales, product development, or operations
- Results oriented, will take ownership and proactively drive projects and change management through to completion
- Business Process Management Certification desirable