



Example of CRM Analyst Job Description

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Our company is growing rapidly and is hiring for a CRM analyst. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for CRM analyst

- Build data driven analysis of CRM utilization, support issues and requirements to present options for CRM GPO
- Communication of CRM system operations, features, benefits, and changes to users and stakeholders of CRM
- Work with users in the support of CRM direction around changes, issues, and enhancements and other areas that help drive the goals of CRM
- Build and execute marketing campaigns in CRM platform
- Serve as the conduit between the CRM user community and the software development/technical teams through which requirements and support flow
- Maintain and recommend improvements to hygiene of CRM system business data to maximize usability
- Provide day to day business user support of CRM system
- Deliver dashboard BI reporting of monthly campaigns for bounce backs, direct mail, text and e-mail to drive business insights
- Create segments of customers based on similar purchase patterns, and category specific recent purchases to support targeted marketing programs
- Data entry, creating fields, workflows, entities, objects, and attributes within MS Dynamics

Qualifications for CRM analyst

- Ability to clearly articulate results and make recommendations
- Strong project management skills, including the ability to work on several

- A minimum of 3 years of experience in business or marketing analytics – preferably in apparel or footwear retail
- Extensive experience of working with a range of tools and packages to interrogate data and build reports
- Bachelor's degree in quantitative disciplines (mathematics, statistics,)
Master's degree is preferred
- 3 - 5 years' experience in database marketing or Business Intelligence areas