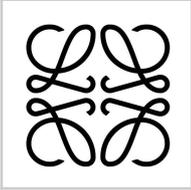


Let's Grow



LOEWE

DATOS CLAVE

Lugar de trabajo
Madrid

Función
Márketing

Nivel jerárquico
Manager

Tipo de oferta
Contrato laboral

Publicación 14 febrero, 2020

CRM Data Analyst

FUNCIONES A DESEMPEÑAR Y DETALLES DE LA OFERTA

If you are a LOEWE Fan and you are passionate about client relationships management this is a great opportunity to join our CRM Team in our Head Quarters in Madrid. As the CRM Analyst you will be responsible of analyzing vast amounts of data from a variety of sources and visualize how it influences marketing effectiveness and commercial decisions across the business.

Main responsibilities not limited to:

Management of customer data collection, its accuracy and maintenance across platforms to comply with GDPR.

Management of data within the CRM database, ensuring all data is accurate and cleansed for reporting and analysis.

Guarantee integrity of data model & data flows in Salesforce.

Develop automatic CRM reports & deliver actionable customer insights for different stakeholders within the company by analyzing large customer data sets.

Act as the single point of contact for all customer data and CRM analysis.

Be proactive in translating customer lifecycle data into meaningful insights and actionable recommendations at a strategic and tactical level.

Work closely with eCommerce, Retail, Merchandising and Marketing teams to scope and develop scheduled KPI reporting on acquisition, loyalty and marketing effectiveness.

Undertake ad hoc analytical needs that supports wider business decision making.

Train regional CRM teams to different analytic tools deployed.

PERFIL REQUERIDO

Minimum of 3-4 years of experience in CRM analysis.

Master's or bachelor's degree in economics, marketing or statistics preferred.

Proven experience of delivering database and analytical projects with demonstrable stakeholder management skills.

Experience articulating business questions and using data to arrive at an answer. Experience translating analysis results into business recommendations.

Proven SQL skills and its regular use in previous roles are

essential for this role. Knowledge of Salesforce & Power BI will be considered a plus.

Fluency in Spanish & English is required.

Detail oriented with strong project management and analytical skills.

Excellent organizational skills and ability to prioritize.

Passionate & understanding of retail and luxury sector.

Customer-focused, results-oriented and brand-addicted.

DESCRIPCIÓN DE LA EMPRESA

De origen español, Loewe, fundada por Enrique Loewe, es una firma de lujo especializada principalmente en marroquinería, aunque también distribuye una colección de moda masculina y femenina. La compañía es propiedad del conglomerado de lujo LVMH desde 1987, cuando firmaron un acuerdo para desarrollar la marca en todo el mundo.