



CRM Operations Specialist

Montreal - Contract - 744000131516142

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Within the Customer Relationship Management (CRM) department, and more especially within the Operations team, you will be in permanent contact with the brand and other teams for the deployment of campaigns on the channels you are working on. This position is a 1-year contract.

WHAT YOU'LL DO

- Receive the need
- Coordinate the campaign
- Collaborate with the different stakeholders to ensure the smooth running and deployment of the campaign
- Ensure the proper deployment in Salesforce Marketing Cloud
- Make recommendations and proposals on CRM campaigns
- Participate in the optimization and update of the various existing campaigns
- Monitor the good progress of the campaigns
- Identify the pain points of the different campaigns via the performance indicators
- Be responsible of the documentation
- Provide leadership and technical expertise on your channels and make them grow

WHAT YOU'LL BRING

- Bachelor's degree or foreign equivalent in marketing or technical field
- Experience working in Digital, project management or CRM marketing
- Experience with Salesforce Marketing Cloud, Adobe Campaign or other CRM software is a plus
- You have a good knowledge of HTML and SQL
- You are fluent in English (written and oral)
- You are detail-oriented with the ability to rapidly learn and take advantage of new concepts,

business models and technologies

- You are a self-starter with a strong sense of organization, who can multi-task and work autonomously
- You are a team player with strong communication and interpersonal skills
- You know how to coordinate a project between different interlocutors
- You have excellent analytical skills and the ability to develop/follow processes and methodologies
- Passion for gaming, technology, and internet culture is a plus