

Joboffer dated from 04/12/2018

## CRM Manager (f/m)

Field:	Marketing / PR
Type of employment:	Full-time
Entry date:	immediately
Zip Code / Place:	80807 München
Country:	Germany

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## Company data

Company:	<b>Travian Games GmbH</b>
Street adress:	Wilhelm-Wagenfeld-Str. 22
Zip Code / Place:	80807 München



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## Contact Person

Name:	Carola Knerr
Position:	HR Business Partner
Street adress:	Wilhelm-Wagenfeld-Str. 22
Zip Code / Place:	80807 München

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## Job description

### QUEST:

- You plan, prepare, execute and analyze CRM campaigns via email, Social Media ads and push notifications
- You analyze player database and find relevant segments for our reactivation/retention campaigns
- You take care of Email coding, A/B testing and optimization
- You measure the results of the campaigns, provide reports and integrate learnings
- You develop and automatize cross-channel User Journey
- You manage and coordinate campaigns with close cross-department cooperation



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Quinke Networks GmbH  
Bei den Mühren 70  
20457 Hamburg / Germany

**SKILLS:**

- You have a degree in Marketing, Information Technology, Business or similar education
- You have profound work experience in the field of email marketing/ data analysis or similar
- You have solid knowledge of Email coding using HTML/CSS
- You have excellent analytical, communication skills and an eye for details
- You have a good understanding of web analytics and tracking
- You have experience in Social Media advertisement and an interest in the game industry is a plus
- You are willing to learn complex data mining and marketing automation tools
- You have proficiency in written and verbal English

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**REWARDS?**

- Flexible working time
- Responsible tasks in a creative and exciting industry
- Team-oriented, open-minded working environment with dynamic and international colleagues
- Free fruits and coffee
- Regular get-together
- Global games oriented towards long-lasting gaming fun
- Munich is a modern, cosmopolitan city and provides a fantastic range of leisure activities

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Travian Games GmbH

Wilhelm-Wagenfeld-Straße 22

80807 Munich

[www.traviangames.com](http://www.traviangames.com)

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