2599 5204 Digital Marketing Manager (m/w/d) CRM Kelly offers you interesting job and career opportunities as a Digital Marketing Manager (m/f/d) CRM at our customer SAMSUNG, the leading electronics group in Schwalbach am Taunus.  
  
These are your tasks:  
  
 \* Implementation of national sales campaigns and product launches for the Mobile Experience department via our own media channels  
 \* Campaign planning to increase customer loyalty using the Consumer Decision Journey model for CRM with a focus on post-purchase experience  
 \* Evaluation and localization of international post-purchase email marketing campaigns  
 \* Coordination & control of internal and external stakeholders and creative agencies  
 \* Implementation of innovative measures to improve effectiveness (e.g. in the area of ​​AI and machine learning) as well as general further development and optimization of Samsung MX CRM communication measures  
 \* Evaluation of data to derive action strategies and creation of reports  
  
What do you bring with you:  
  
 \* A degree or commercial training with a focus on marketing  
 \* Several years of experience in a digital marketing position with a focus on advertising material creation & customer journey  
 \* Confident use of MS Office and basic experience with data analytics desirable  
 \* Business fluent German and English skills, both written and spoken  
 \* Strong communication skills, a result-oriented way of working and the motivation to familiarize yourself with new tasks  
  
+ We look forward to receiving your application even if you don't meet the above criteria 100% +  
  
We offer you:  
  
 \* An exciting assignment at one of the largest electronics companies in the world  
 \* Employment contract according to collective agreement and an above-average salary with non-tariff allowances  
 \* 37 hour week, 30 vacation days & option to work from home  
 \* Subsidy for company pension scheme  
 \* Attractive staff discounts at Kelly Services and Samsung  
 \* Job ticket, travel allowance and employee parking space  
  
Curious? Then apply as a Digital Marketing Manager (m/f/d) CRM directly online or by email at projecthub@kellyservices.de  
  
   
  
We are looking forward to your application!  
  
 Your Kelly contact for this position:  
  
Lara Wischweh - Talent Acquisition Specialist  
  
Tel. 0175 9920904 / team number 040 808 13 15 5  
  
About Kelly:  
 #WHATSNEXT - Kelly Services is your partner and specialist for the placement of specialists and executives. We match you with exactly the company that suits you. It is important to us to connect you with a job that fits your life and your expectations. Mediation through us is personal, confidential and uncomplicated.  
   
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Our promise:  
  
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