

My future
profession is a
customer
relationship
manager



Student of the Moscow Pedagogical University, Faculty of Advertising
and Public Relations, 2 courses Tselkovskiy Daniil

How to find a job

- Of all the possible ways, I decided to use the Internet. I found a vacancy on this site :
- <https://jobs.theguardian.com>



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CRM Manager

Recruiter	MAJOR PLAYERS
Location	London
Salary	Up to £40000 per annum
Posted	02 Oct 2018
Closing date	30 Oct 2018
Ref	111088
Contact	Hannah McAteer
Industry	Marketing & PR, Digital marketing
Hours	Full time
Contract	Permanent
Listing type	Job vacancy

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CRM MANAGER WATFORD - £40K

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CRM MANAGER WATFORD - £40K
 ****ANIMAL SERVICES CLIENT****

A bit about the role

We are looking to recruit an experienced CRM Manager to work in the newly formed marketing team for one of our key clients. This client has huge ambitions to become the leader in a new and rapidly growing category. You would be one of the first recruits in a marketing department which is set to double in size over the next 12 months. If you're entrepreneurial, goal focused and have a love of animals this is a great place to work. The role is based in Watford which is just 20 minutes on the train from Euston.

Reporting to the Head of CRM you will initially focus on building a customer engagement plan for existing clients. Furthermore you will be working with the Data, Content and CRM teams Managers to will ensure a stream of high quality leads through online and email marketing, to drive acquisitions, increase conversion, improve retention and customer loyalty.

We are looking for a CRM Manager who had

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previously worked directly with clients and who is now looking to develop management skills and able to build effective working relationships with a wide range of stakeholders.

Key Responsibilities

Work with the Brand and Commercial Teams to provide usable insights for brand and marketing planning
 Work with the Head of CRM/Campaigns to create customer segmentation models to maximize the business performance
 Management of the CRM content plan and calendar- working closely with Marketing team for the provision of it
 Build dashboards and reports to understand customer behaviour over time
 Experience in data mining to create effective CRM campaigns
 Develop programs to convert prospects to clients, and one-time only to multiple-time customers
 Increase customer engagement
 Working closely with the Head of CRM to plan, manage and deliver proposed CRM strategy and manage budgets

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ideally in a consumer, retail or tech business
 Technically astute with experience using CRM systems
 Strong knowledge of market segmentation
 Understand how consumer behaviours can be positively influenced
 Show how you've increased consumer engagement and revenue through your work
 Commercially focused, strong attention to detail, agile
 Excellent client engagement skills with the ability to proactively organise and influence clients and build strong and effective working relationships
 Good Negotiation and presentation skills coupled with great communications skills, written and verbal
 Foresight to anticipate issues, set priorities and proactively develop strong relationships both internally and externally
 Ability to be creative and use their initiative to develop new ideas

IF YOU ARE KEEN - CALL HANNAH 0207 845 7243

hannah.mcateer@majorplayers.co.uk

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How to find a job

- to answer your application you need to write a Cover Letter and CV
- Now I will show you examples of the cover letter and CV

Example of Cover letter

- Dear Hannah,
please consider my resume for the vacancy of the Customer Relationship Management Manager.

I am an effective performer and organizer, I can analyze a large amount of information in the context of solving diverse tasks. I try to find non-standard solutions to improve the quality, while reducing the time to perform the tasks.

My strengths are: analytical skills, efficiency and independence in decision-making, high learning ability.

Experienced user of MS Outlook, Word, Excel, Power Point; I know the basics of business correspondence and business etiquette; fluent in English.

A high level of self-organization, attention to detail and excellent communication skills will help me to become an indispensable manager of customer relationship management.

Thank you for your attention to my resume.

Contacts: +7-916-941-60-59

E-mail: Tselkovskiy_dv99@mail.ru

With respect and hope for mutually beneficial cooperation, Daniil

Example of CV

- **PROFILE**

- 2nd year student of the Moscow Pedagogical University, Faculty of Advertising and Public Relations
- in my life I have very well developed the skills of communicating with people, the skills of analyzing problems, and I learned to quickly look for ways out of problematic situations.

- **Education**

- September 2016- Present Moscow State Pedagogical University
- September 2005- May 2016 - secondary education school №924

- **Work Experience**

- I work as a content manager in a medical center engaged in restorative fitness, I lead a website and social networks.

- **Additional skills and Interests**

- Possession of PC Word, Excel, PowerPoint, PhotoShop, 1C, etc.
- conversational proficiency in English

Common questions

- Why are you interested in this position/job?
- Why did you leave your last company/position?
- Why would you be the right choice for this position?
- situation in which you showed real leadership?
- What do you already know about our company?
- *Where do you see yourself in 5 years?*
- *What is most important to you in your current position*
- How would your ideal work day look?



And in the end I will give you a couple of tips on how to prepare for the interview.

- Try to provide yourself with information about the organization in which you want to find a job.
- Find out exactly the location of the organization and the route, so as not to be late.
- Adhere to the business style in clothing
- Make a list of expected questions and prepare answers.
- Be sure to prepare the questions you ask if you are offered this opportunity.

THE END

- THANKS FOR ATTENTION