In this position, you will champion the client's data-driven marketing initiatives. Your primary focus will be to execute customer-centric strategies, implement robust test-and-learn frameworks, and extract actionable insights to optimize database health and enrich the customer lifecycle.

You will foster an audience-first philosophy by collaborating extensively across multiple departments—including CRM, Commercial, Content, UX, CRO, Brand teams, and external agencies. This role requires a proactive, self-starting professional who can seamlessly integrate a data-oriented mindset into the business to consistently achieve the client's key objectives.

Senior CRM & Marketing Automation Specialist

Nr ref.: 42/6/2026/GP/268877/jobs.pl Warszawa (mazowieckie)

What we offer

- A highly attractive salary package complemented by an annual performance-based bonus structure.
- Hybrid work options (only in Poland) and flexible hours to support a healthy work-life balance.
- Comprehensive private medical healthcare, dental coverage, and access to mental health support or wellness programs.
- Dedicated budgets for training, industry conferences, and continuous learning to help you advance your career in data-driven marketing.
- The opportunity to work in a diverse, international environment with close ties to regional and global headquarters.
- A state-of-the-art office equipped with top-tier technology and collaborative spaces.
- Subsidized sports cards (e.g., Multisport), team-building events, and employee discounts on client products and services.

Your tasks

- Create and execute audience segmentation strategies across all touchpoints, including product launches, always-on campaigns, and post-purchase triggers.
- Define how and when the client communicates with customers by selecting the right channels, setting contact frequencies, and mapping out the user journey.
- Leverage first-party data to extract actionable insights, building a clear roadmap for campaign testing, A/B testing, and ongoing optimization.
- Develop and run weekly reports to monitor the health of the customer database and measure the real-world impact of your CRM activities.
- Build and implement customer-first reward programs designed to increase Customer Lifetime Value (CLV) and keep users engaged.
- Work hand-in-hand with internal teams (Commercial, Content, UX, CRO, Brand) and external agencies to ensure flawless campaign delivery.
- Prepare comprehensive post-campaign evaluations and present your insights to key stakeholders, including regional and global headquarters.

What we expect

- 5+ years of hands-on experience in CRM or data-driven marketing.
- Demonstrated success in executing CRM initiatives that deliver tangible, measurable business outcomes.
- A strong comfort level with data. You should have concrete evidence of successfully designing CRM test concepts, analyzing the results, and building clear reports.
- Deep knowledge of customer lifecycle management, with a proven ability to drive customer retention and maximize lifetime value.
- The ability to remain adaptable, focused, and highly effective in a fast-paced, dynamic work environment.
- Fluency in English (both spoken and written) to seamlessly communicate with global and regional teams.

Employment agency entry number 47

this job offer is intended for people over 18 years of age