Global CRM Analyst

Wild Wild Search is recruiting for his client La Prairie a Global CRM analyst.

La Prairie group is one of the worldwide leaders in high luxury skincare. Its products are renowned for their scientific expertise and their unparalleled commitment to quality and perfection. La Prairie stands for a unique combination of advanced science, sumptuous formulas, rare ingredients and attention to the details of luxury. La Prairie Group AG is 100% has been owned by Beiersdorf AG, Hamburg (Germany) since 1990.

Zurich/Switzerland

ROLE PURPOSE/MISSION

The Global CRM Analyst contributes to the development of Client Knowledge and Understanding across channels and markets/regions and provide all the reports, studies, analytics and insights to support the CRM Strategy development and performance monitoring

MAIN ACCOUNTABILITIES

Provide CRM reports, dashboards and analytics regarding CRM performance and activities (for ex: CRM KPIS, data capture…)

- Develop and set-up new CRM reports and dashboards to monitor the CRM performance globally
  - o Definition of metrics, report structure, graphics
  - o Work closely with Regions to consolidate data when necessary
- Execute reports and dashboards
- Provide valuable insights regarding CRM performance and activities

Run Client Studies

- Prepare the client study briefing relying on datamining
- Prepare the data and ensure data accuracy before analyzing
- Coordinate with datamining 3rd parties and agencies
- Review Client study decks and ensure the accuracy and the value of the insights

Business project manager for Reporting and Datamining IT solution development and implementation in close collaboration with IT teams

- Prepare and document business specifications in close collaboration with Global/regional CRM teams and other stakeholders
- Execute business testing
- Train and support the regional/local teams regarding reporting solutions usage

Provide reports and analytics regarding omnichannel global CRM activation campaigns

- Implement control group methodology in close collaboration with regional/local CRM teams
- Define metrics and develop accurate reports supporting Global CRM campaign strategy monitoring
- Work closely with Regions to consolidate data when necessary
- Prepare and execute reports
- Provide valuable insights regarding global CRM activation campaigns performance

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WILD WILD SEARCH ®

Provide ad hoc CRM reports and Client analytics

Develop and execute dedicated CRM scoring to enrich the CRM targeting strategy

EXPERIENCE AND SKILLS REQUIRED

- Minimum 4 years of professional experience in CRM analytics in an international environment, preferably in Retailer or for a Luxury/Fashion/Beauty Brand
- Strong experience in CRM reports development and in Client studies, datamining and analytics
- Passionate by Data, figures and insights
- Ability to make numbers meaningful from a strategic or operational perspective
- English proficiency is a must
- University or Business school degree. Background/degree in statistics;
- SQL Skills are a plus

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