**Hopi – Junior CRM Specialist (Growth)**

**Hopi: New Generation Shopping Platform**

Hopi is the leading digital mobile assistant in Turkey, designed for the optimum mobile shopping experience of customers. Over 11M customers use Hopi in 170+ online & offline merchants and earn/spend millions of Paracık (Hopi coin) daily. The essence of Hopi is personalization, and it is mainly based on data-driven campaign management and optimized channel management.

We are looking for passionate people to join Hopi CRM Team.

**What Will You Do?**

* Design and coordination of CRM campaigns for customer activation and revenue growth
* Growth ownership of strategic customer personas with a focus on maximizing activation, minimizing churn, and increasing overall revenue.
* Iteratively analyse what drives growth and how it can be improved
* Management, coordination and orchestration of campaign communication plan (Push Notification, SMS, Email and inbound channels, etc.)
* Feasibility and post analysis of growth actions and always look for improvement in results.
* Reporting and analyzing the performance of growth actions including but not limited to campaign usage, click rate, conversion rate, etc. Bring new ideas to improve efficiency of campaigns to reach optimal customer KPIs.

**Do You Have What It Takes?**

* Bachelor’s degree in engineering, mathematics, statistics, MIS or related fields
* MS Office experience is a plus.
* Analytical thinking ability with a data-driven mind with focused, result and detail-oriented point of view for all tasks
* Having strong communication skills and being a good team player. Positive mind and supporting attitude are must.
* Fast adaptation and learning skills

**What Does Hopi Offer You?**

* Working in the best place to try, learn and experience in Customer Data & Campaign field.
* Know-how about thousands of micro customer segments
* Working and gathering experience with like-minded people
* The space to take initiative and respect for your business
* Become part of a dedicated team that never forgets to have fun
* Support your career and personal development

Please submit your CV to [kariyer@hopi.com.tr](mailto:kariyer@hopi.com.tr) and [tamer.cagatay@hopi.com.tr](mailto:tamer.cagatay@hopi.com.tr)