RooCruit

EMMANUEL

Head of CRM & Marketing Automation Specialist

Cape Town, South Africa

PROFESSIONAL SUMMARY

Strategic CRM leader with over a decade of experience in creating data-driven strategies that significantly enhance customer engagement, retention, and business growth. Expert in orchestrating cross-functional teams to optimize customer journeys through sophisticated CRM systems, digital marketing automation, and multi-channel personalization. Proven track record in scaling audience bases and implementing high-impact automation frameworks for international brands.

KEY SKILLS

- CRM Strategy & Lifecycle Marketing
- Customer Segmentation (RFM Modeling)
- Marketing Automation & Lead Scoring
- Data Analysis & Performance Reporting

- A/B Testing & Conversion Optimization
- Paid Advertising Management
- Web Content & Copywriting
- Project & Budget Management

PROFESSIONAL EXPERIENCE

Global Consumer Goods Corporation   **July 2023 – Current**

Head of CRM

- Create and execute comprehensive CRM strategies aligned with overall business objectives.
- Utilize data analytics (Power BI, SAGE, Salesforce) to gain insights into customer behavior and purchase patterns.
- Develop RFM customer segmentation models for tailored marketing and sales campaigns.
- Oversee customer acquisition (lead gen) and retention strategies to increase lifetime value.
- Manage paid advertising budgets and performance across Google and Facebook Ads.

KEY ACHIEVEMENTS:

- Implemented automated reporting dashboards for self-service on key metrics and RFM attribution.
- Introduced multi-channel interaction via SMS, surveys, and pre-order forms.
- Developed and launched a comprehensive "Always-on" communication strategy.

International Sports Betting & Gaming Firm   **Feb 2022 – March 2023**

CRM Manager

- Planned CRM activities for Sportsbook and Casino divisions, including campaigns and communications.
- Automated core CRM processes and optimized live campaigns through rigorous monitoring.
- Segmented player databases according to performance and engagement levels.
- Coordinated cross-departmental projects to align site content with CRM messaging.

KEY ACHIEVEMENTS:

- Introduced automated triggered journeys based on purchase frequency and specific engagement behavior.
- Implemented self-service reporting dashboards for real-time performance tracking.

Leading Fintech Payment Solutions Provider   Oct 2021 – Dec 2021

CRM Marketing & Automation Campaign Manager

- Segmented customer data for personalized behavioral and lifecycle campaigns.

- Managed Salesforce automation workflows for timely message delivery.

- Conducted A/B testing on subject lines, content, and CTAs to optimize ROI and conversions.

Premium E-commerce Food & Beverage Brand   Sept 2020 – June 2021

CRM Manager

- Optimized sales funnels and implemented lead generation and scoring strategies.

- Defined personas and targeting matrices for advanced guest retargeting.

- Built comprehensive channel strategies for email, in-app, push, and SMS.

  KEY ACHIEVEMENTS:

  - Scaled the active database from 280,000 to 490,000 through targeted lead generation.

  - Executed a full data cleanse and built an automated tag-based segmentation system.

Global Travel & Tourism Platform   June 2016 – July 2020

CRM Manager (Promoted from Specialist)

- Managed experimentation across all digital channels to inform creative development.

- Developed personalization tactics for loyalty programs to maximize campaign impact.

- Measured digital marketing campaigns across paid social platforms.

  KEY ACHIEVEMENTS:

  - Acquired over 400,000 new users over a 4-year period through growth strategies.

- Successfully delivered a referral and loyalty program that maintained high engagement targets.

Business Process Outsourcing (BPO) Group   **May 2014 – April 2016**

Technical CRM Administrator

- Led setup and configuration of CRM systems ensuring GDPR compliance.
- Designed seamless customer journey maps from acquisition to retention.
- Conducted deep-dive segmentation to support both online and offline journeys.

TECHNICAL SKILLS

Software & CRM: **Programming & Development:**

Salesforce Marketing Cloud   HubSpot   Klaviyo   Braze   HTML/XHTML   CSS   JavaScript   Python

Marketo   Active Campaign   Power BI   Tableau

Mix-panel

EDUCATION & CERTIFICATIONS

- **Salesforce Marketing Cloud Email Specialist Certification** (2023)
- **National Diploma in Information Technology** - Damelin College (2015 - 2018)
- **Matric Certificate** (2013)