

Turkey Jobs Expertini®

CRM & Growth Executive, Europe

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Company: Gorillas

Location: İstanbul

Category: other-general

Were Getir, the pioneers of super-fast delivery. Our founding idea: Groceries in minutes, delivered to your door through our app. Now offering more delivery models across different locations, our goals are made possible by our one-of-a-kind business model with our unique technology at its core.

We know that our global ambitions can only be accomplished with exceptional people, and that is where you come in. Our rapidly growing environment is the perfect opportunity to take initiative and create your legacy.

What Youll Do?

Find and define growth corridors and opportunities to continue scaling GetirMarket in EU

Deeply analyze growth campaigns to provide best fit customized offers for customers

Design new campaign setups based on customer interests

Build new segmentations and new customer data attributes

Bring new ideas to improve the efficiency and effectiveness of our promotions to reach optimal customer acquisition costs

Contribute to overall strategy by discovering unusual ways to reach customers, retain customers, and increase customer satisfaction

Creation of customer segments & growth promotions/codes through the GetirPanel

Collaboration with design teams for briefing and finalizing promo visuals for both Getir & Gorillas

Setting up canvases through Braze crm

Execution of daily communications for Commercial + Marketing + Growth plans from Braze communications for ad-hoc campaigns & promotions (Pop Up, Mail, Notification) (Gorillas & Getir)

Optimizing warehouse-based KPIs through the panel (DF, MB, etc)

What You'll Bring?

Love to analyze detailed data and build meaningful insights out of them from Mixpanel, Braze, and Tableau

Fanatically curious, always bring new questions and keep up until finding the answers

Experienced in B2C or large number of customer data analysis and CRM

Passionate for working in a dynamic startup environment.

Preferably 1-2 years experience as a specialist, 3-5 years experience as an executive

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