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CRM Specialist (Hybrid)

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Company: Massive Bio, Inc.

Location: İstanbul

Category: other-general

Massive Bio is a rapidly growing health-tech startup founded in 2015 to provide every cancer patient with access to clinical trials regardless of their location or financial stability. Our proprietary patient recruitment and enrollment enablement solution for oncology clinical trials solves every point of friction in traditional clinical trial enrollment. Privately held and headquartered in NY City, our passionate changemaker team is looking for CRM Specialist to join our team in our Istanbul, Turkey office. As a member of the Data & CRM team, CRM Specialist manages the database, creates seamless communication through various channels, and provides continuous data-driven insights to increase efficiency for all operations by working with various departments. The ideal candidate will be curious, have strong attention to detail, have great analytical skills, and have previous work experience. Reporting to the CRM Manager, this new hire will: Establishing workflows and standards or entering data in the CRM, Launch, localize, and optimize multi-channel communication for various countries, Creating personalized email content for segmented audiences, Managing web-push, in-app and app-push notifications, Ability to help figure out how to better integrate the CRM with internal legacy platforms, Ability to produce analytical insights from data, Spotting ways to improve the usage of the CRM through automating basic everyday tasks, Customizing and pulling marketing reports from the CRM, Analyzing the marketing reports to determine what kind of customer trends the business should respond to, Troubleshooting user or software errors that inhibit the efficiency of the interaction between people and technologies, The skill to resolve technical CRM issues, including responding to customization requests, Collecting structured and unstructured data, Assess the quality

of data and remove or clean databases, Create visualizations of data, Building custom reports and providing marketing recommendations based on the data extracted, Train others on HubSpot CRM Software, Attention to detail, to manage the integrity of the CRM data, Good problem-solving abilities and excellent communication, Candidate profile: 2 years of CRM Software experience, preferably HubSpot, Experience in using various communication channels with prospects such as email, SMS, WhatsApp, Chatbot, push notifications etc. Fluent in English, Must have a deep understanding in marketing & business metrics, Experience of using Business Intelligence software, Willing to learn and explore new software, Thrive in a fast-paced environment, Excellent oral and written communication skills, Data-driven and growth mindset, Ability to work independently. Self-starter, can-do attitude, ability to multitask and prioritize, Living in Istanbul preferably on Asian side, No military obligation for candidates, Work location is Kozyatagi, Istanbul; at least 2-3 days/week at the office. Powered by JazzHR

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