

PreSonus Lifecycle CRM Specialist

Description

Fender Musical Instruments Corporation is a world famous brand with offices across the globe. Within Fender Musical Instrument Corporation's ("FMIC") PreSonus Marketing team, our mission is to serve creators at every stage with products and brand experiences that fuel the pursuit of musical expression. At PreSonus, we believe in innovation that removes barriers and creates solutions that inspire everyone to reach their creative goals. Our passion for audio and music is celebrated through our commitment to our customers and employees. From home to studio to stage, PreSonus is there. We are searching for a PreSonus Lifecycle CRM Specialist to help strategize and execute ad-hoc campaigns and automated lifecycle marketing programs focused on sales, engagement, retention and win-back. Whether itâ??s a new subscriber starting a Studio One+ subscription or an eCommerce customer purchasing recording equipment, you will work to create personalized user experiences and lay the groundwork for a lifelong relationship with our brand. You will have the opportunity to work closely with several teams to execute various marketing campaigns and develop user experience enhancements. This role is perfect for someone with excellent project management skills and strong attention to detail. Youâ??re the right person for this role if you have a solid technical background and are passionate about the technical and creative sides of lifecycle marketing. Essential Functions: Create and execute marketing automation campaigns to drive critical actions of users on PreSonus digital properties across the customer lifecycle, with a focus on email and mobile marketing. Develop and execute retention strategy and related channel roadmaps, rooted in data with clear objectives and KPIs, to provide value to PreSonus customers and drive maximum Lifetime Value (LTV) and a learning agenda to continue improving that strategy. Execute the lifecycle marketing / retention strategy, own day-to-day management of PreSonus retention initiatives and drive a test-and-learn plan focused on continuous improvement. Work collaboratively with Sales, Dev/Web Ops, Product, and Support teams to develop user experience enhancements for PreSonus hardware customers. Drive A/B testing and multivariate testing with long-term control groups to identify the impacts of complete lifecycle programming. Partner with Software Customer Service and Product teams to identify optimization opportunities within subscription upgrade and customer cancellation experiences. Work closely with FMIC Data teams on analysis and reporting on the success of programs and retention KPIs. Qualifications: 2-3 years combined experience in Lifecycle/CRM/email marketing and/or automation marketing role(s). Familiarity with PreSonus and/or competitive brandâ??s products and software. Experience in marketing automation strategy with real-life examples of successful revenue growth and engagement growth at scale. Proficient in CRM and MarTech tools like Iterable, BluCore, Email Capture platforms, Google Analytics, Amplitude, Demandware, etc.. Strong understanding of customer segmentation, behavior and consumer insights. Notable experience in consumer-facing product marketing and subscription-based products. Background in content planning, content writing, briefing and strategy preferred. Ability to see from the consumerâ??s perspective and serve as their advocate. Passionate about understanding consumer behavior with a demonstrated ability to translate findings into meaningful, prosperous long-term relationships. Demonstrated critical thinking skills with an ability to make decisions for the business. Team player; ability to work proactively with all business divisions and drive results. Previous experience working within or building a CRM program. Highly data-driven and analytical. About Fender Musical Instruments Fender Musical Instruments Corporation (FMIC) is one of the worldâ??s leading musical instrument manufacturers, marketers and distributors, whose portfolio of brands includes PreSonus®, Fender®, Squier®, Gretsch®, Jackson®,

Hiring organization

PreSonus

Job Location

Remote

Base Salary

\$ 60000 - \$ 105000

Date posted

May 31, 2024

[Apply Now](#)

EVH®, Charvel® and Groove Tubes®, among others. For more information, visit www.presonus.com. FMIC offers a competitive benefits package which includes medical, dental, 401(k), paid time off, and an equipment purchase program to help you get the band back together. Fender Musical Instruments Corporation is an equal opportunity employer and considers qualified applicants for employment without regard to race, gender, age, color, religion, disability, veteransâ?? status, sexual orientation, or any other protected factor. FMIC is required by law in certain jurisdictions to include a pay scale in the job posting for this position. â??Pay scaleâ?? means the salary or hourly wage range that FMIC reasonably expects to pay for this position; it is neither a promise nor a guarantee of the compensation that the successful candidate will receive. The pay scale for this position takes into account the wide range of factors that FMIC considers in making compensation decisions, including, without limitation: skill set, experience, and training, licensure and certifications, and other business and organizational needs. If this is a remote position, the pay scale disclosed herein may be adjusted further based upon the applicable geographic differential associated with the location from which the successful candidate will work. Please note that it is not typical for an FMIC employee to be at or near the top of the pay scale for their role â?? especially as a new hire â?? and compensation decisions are dependent on the facts and circumstances of each case. Subject to the foregoing, the current pay scale for this position is \$41,133.00-\$82,267.00Please mention the word **APPRECIATES** and tag RMTUxLjgwLjE0My4yMDY= when applying to show you read the job post completely (#RMTUxLjgwLjE0My4yMDY=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com