

Assistant Manager – CRM MARKETING

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We are looking for **AM – CRM MARKETING** for the Gurgaon city office.

Objective of the Role: To ensure smooth execution of CRM campaigns across email, WhatsApp, and automation platforms while maintaining database hygiene, campaign accuracy, and timely stakeholder reporting to support lead nurturing and conversions.

Key Responsibilities:

- Execute planned email marketing campaigns end-to-end, including campaign setup, testing, scheduling, deployment, post-execution monitoring and automated lead nurturing journeys
- Ensure proper campaign hygiene checks before deployment, including audience validation, data segmentation, suppression lists, dynamic content checks, and link/UTM validation
- Maintain CRM data hygiene through regular monitoring of lead quality, duplicate management, and database accuracy checks
- Coordinate with the Graphics and Content teams for creation of emailer banners, infographics, creatives, and campaign assets, and with supervisors for approvals and campaign readiness
- Maintain and share reports of all executed CRM activities through structured files and documentation with relevant stakeholders for tracking and visibility

Desired Candidate Profile:

- 2–3 years of relevant experience in CRM execution, marketing automation, email and WhatsApp marketing, or automated lead nurturing
- Hands-on experience with CRM platforms such as LeadSquared, Salesforce, HubSpot, Zoho CRM, Meritto, or similar tools
- Strong understanding of database hygiene, segmentation, campaign QA, and tracking mechanisms