

**FRESH GRADURATE OVERVIEW:**

The Fresh Graduate Program brings you an enriching 9 months Fresh Program. Freshers will receive unique insight into the prestige beauty industry, stretch their learning and talent to unleash their potential through challenging business projects and build a personal development plan.

POSITION SUMMARY: Consumer Insights and CRM Fresh Graduate

Consumer Insights and CRM Fresh Graduate role provides you with a comprehensive understanding of CRM systems and data analytics through developing data-driven CRM strategies, implementing CRM systems, analyzing consumer data, and driving CRM process enhancements.

ACCOUNTABILITIES:**1. CRM Campaign Management**

Collaborate closely with relevant stakeholders to drive successful CRM Campaigns, diligently tracking and reporting campaign performance, optimizing work processes, and maintaining data integrity for enhanced customer engagement.

2. Support Consumer Insights and Analytics

Harness the power of consumer insights and analytics to propel business performance, expertly collecting, analyzing, and interpreting consumer KPIs while providing valuable support to brands and channels, as well as enhancing market intelligence capabilities.

3. Other tasks assigned by EM&D manager

Embark on an exhilarating journey filled with captivating projects that play a vital role in supporting and propelling the business forward.

QUALIFICATIONS:

- Education: Minimum bachelor's degree in digital marketing / Business / Data Analytics or a related field
- Certificate: IELTS 6.5 and above

JOB RELATED SKILLS

- Presentation and communication skills
- Creative, self-motivated and displays initiative.
- Organizational & time management skills