



CRM Team Leader

Tiebreak Solutions is focused on providing advanced technological solutions for brokerages and financial institutions around the globe. We strive to build an easy yet powerful trading experience using desktops, web browsers, smartphones, and tablets, while reliably processing over a billion transactions annually.

Tiebreak Solutions is looking for a CRM Team Leader to strengthen our CRM capabilities and help drive customer engagement, retention, and lifetime value. As CRM Team Leader, you will serve as the right hand to the Head of CRM, leading the execution of the CRM strategy while ensuring strong alignment across departments. You'll coordinate daily team activities, guide the development of engaging player journeys, and use data to continuously optimize performance in a fast-paced, regulated environment.

Key Responsibilities:

- **Strategic Support:** Act as the key liaison between the Head of CRM and the CRM team, translating strategic objectives into actionable plans and ensuring smooth communication.
- **Operational Leadership:** Oversee day-to-day team operations including planning, execution, QA, and delivery of multi-channel CRM campaigns (email, push, SMS, in-app).
- **Lifecycle & Retention Campaigns:** Manage the ongoing optimization of client journeys, lifecycle messaging, onboarding flows and reactivation campaigns to increase client LTV and reduce churn.
- **Data-Driven Optimization:** Monitor key CRM KPIs (e.g., activation, engagement, conversion, churn, ARPU) and generate insights that drive decision-making and improve ROI.
- **Cross-Functional Collaboration:** Work closely with teams such as Acquisition, PPC, Product, Compliance, Risk, and Customer Support to ensure CRM efforts are fully aligned and compliant with industry regulations.
- **Team Development:** Mentor junior CRM specialists, supporting their professional growth and ensuring high-quality campaign delivery.

- Quality Control: Ensure all CRM communications meet regulatory standards, brand guidelines, and are fully tested and tracked.
- Process Innovation: Identify inefficiencies and implement tools, templates, and workflows to enhance team productivity and campaign scalability.

Requirements:

- 3+ years of experience in CRM or retention marketing, ideally within fintech, iGaming, sports betting, or a regulated digital industry.
- Hands-on experience with CRM tools such as Optimove or similar.
- Comfortable with analyzing reports and interpreting customer data to support informed decision-making.
- Experience leading a small team or mentoring junior staff.
- High attention to detail, excellent organizational skills, and ability to work under pressure in a fast-paced environment.
- Fluency in English is required. Additional languages are a plus.

Why Join Us?

- Competitive compensation package;
- Enjoy a supportive, collaborative team culture and flexible work environment;
- Supplemental Medical Insurance;
- Conferences and work-related certificates coverage;
- Opportunity to work with latest technologies;
- Free breakfast and beverages;
- Team buildings, company parties, and happy Fridays;
- Open and friendly working atmosphere;
- Globalize yourself, as we are on four continents.

To apply contact Igor Galkin at IgorVGalkin@CompanionVille.com or whatsapp +357 97 797 674