

CRM Expert (m/f) InstaFreight

About us

We digitize the logistics industry, a €200+bn market in Europe! As the most advanced online freight forwarding company in Germany, we offer business customers a fully digital booking experience for logistics services – with one click only and as simple as online shopping. With our mobile app we set a new standard in the logistics industry.

InstaFreight

- Entrepreneurial, highly motivated and fun team with compatible professional backgrounds
- Solutions to real problems in a complex industry
- High degree of flexibility and freedom in a great learning environment
- Experienced founding team with a proven track record funded by top-notch VCs
- Once in a lifetime opportunity to build an innovative company and disrupt a multi-billion Euro industry.



About your role

- You know our customer needs, wishes and dreams better than anyone else
- You will follow up on every issue and ensure complete satisfaction and maximum utilization of the product or services sold to customers
- You are responsible for defining and executing the email, push notification, retention and lifecycle strategy
- You will work with our Sales, Marketing and Operations team to maintain a customer-focused attitude with a focus on activities that create lifetime customers
- You are responsible for retention campaigns, from conceptualization through to Analysis
- You are blessed with the special talent of not only being able to solve customer requests but will proactively offer ideas and insights to improve customer's challenges
- You will building and driving InstaFreight's CRM for the shipper and the carrier side

Requirements

- You have a customer-focused attitude and you would call yourself a creative problem-solver
- You have a degree in marketing or a related field
- You have at least three years of experience in a direct marketing environment, including acquisition and retention Marketing
- You are confident with Salesforce, Excel, HTML
- You feel comfortable in the start-up Environment
- You are happy to work hands-on and your analytical skills will help you to work in a solution-oriented manner
- You produce precise work and have an affinity for numbers
- You are a self-starter who likes to use their own initiative and takes ownership for their own Projects
- You speak English and German fluently

Disrupt the logistics industry with us! Interested?

We are looking forward to receiving your convincing application either in German or in English. Please send us your application documents (covering letter, CV, certificates) indicating your salary expectations and your earliest possible starting date to jobs@instafreight.de