



# 澳娛綜合度假股份有限公司

## SJM RESORTS, S.A.

**Department:** Customer Relationship Management

**Position Title:** Analyst - Customer Analytics

### **Job Description:**

- Assist seniors in formulating and driving the online and offline CRM strategies to maximize customer loyalty and ROI
- Provide suggestions based on analytical results in a productive manner
- Assist to identify the target and potential customers and provide the right offers in which to drive up customer spending and extend their lifecycle value
- Assist in identifying relevant data points to create an accurate and effective data models to fit business requirements
- Assist in developing analytics and operational reports using reporting tools such as SSRS, Tableau or Power BI
- Manage ad-hoc customer analytics as requested

### **Job Requirement:**

- Bachelor Degree or above in Marketing, Gaming, Statistics, Business Information System or Information Technology or related field preferred
- With working experience in similar positions in Casino industry preferred
- Player programs in the Casino industry (CRM, CDP & MDP formation, Redemption structure and rebates, structure of loyalty programs)
- Knowledge of 'customer journey' development and optimization
- Knowledge of CRM, MS Office, and other modeling reporting tools preferred
- Ability to analyze operational data

Interested parties, please apply via:

- Email the detailed resume to [careers@sjmresorts.com](mailto:careers@sjmresorts.com)
- Hotline 68827060 / 89820288

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