

CRM & Marketing Data Analyst (Profit & LTV Focus)

募集職種

人材紹介会社
ユナイテッドワールド株式会社

求人ID
1589881

業種
インターネット・Webサービス

雇用形態
正社員

勤務地
東京都 23区

給与
500万円 ~ 700万円

更新日
2026年10月26日 02:00

応募必要条件

職務経験
3年以上

キャリアレベル
中途経験者レベル

英語レベル
ビジネス会話レベル

日本語レベル
ビジネス会話レベル

最終学歴
大学卒： 学士号

現在のビザ
日本での就労許可が必要です

募集要項

Our company operates various travel services for inbound and domestic travelers. Until now, our marketing department has focused primarily on new customer acquisition and ad operations. Moving forward, we are evolving into a horizontal organization that drives bottom-line profit and Customer Lifetime Value (LTV) across all services. Specifically, we will focus on profit-based budget optimization using cross-service data dashboards, and CRM/lifecycle marketing to increase repeat usage and cross-selling. We are currently building the foundation for these initiatives and are looking for a dedicated specialist to take ownership, design the data logic, and drive profit margin improvements.

Responsibilities
1. Profit & ROI Analysis (Data Operations)
Take ownership of the master profit dashboard and define the logic to calculate true ROI (Revenue – COGS – Ad Spend – Payment Fees). You will operate and refine Looker Studio reports to visualize operating profit across services, analyzing cross-channel data (Google Ads, Meta, Affiliates) to propose actionable budget reallocations based on profit margins rather than just CPA.

2. CRM Architecture & Execution (LTV Maximization)
Segment the user database based on purchasing behavior to design and implement CRM journeys (Welcome series, cart abandonment, cross-sell, etc.). You will accurately calculate the incremental revenue and profit generated by these CRM initiatives and continuously improve Open Rates, CTR, and CVR through rigorous A/B testing.

3. Data Infrastructure & Standardization
Collaborate with the Development and PM teams to ensure accurate data flows from the backend to our marketing and analytics tools. You will enforce strict naming conventions (UTM parameters, event tracking) to maintain a clean data pipeline and support the groundwork for future Marketing Mix Modeling (MMM) and automated reporting.

(Scope of change) All business operations of the Company

スキル・資格

■Required skills and experience
Experience: 3–7 years of hands-on experience in Data Analysis, CRM Operations, or Performance Marketing.
Profit Logic & Tools: Deep understanding of unit economics (calculating GP, CAC, ROAS, LTV) to drive business discussions. Mastery of advanced Google Sheets/Excel, GA4, and BI tools (Looker Studio, Tableau) for data aggregation and dashboard building.
CRM Expertise: Proven track record of designing user journeys, lifecycle emails, and segmenting customer lists. (Specific tool experience like Salesforce or HubSpot is not strictly required, provided you deeply understand the core logic of CRM strategy and marketing automation).
Languages: Business-level Japanese (for smooth communication with Dev/PM/CS teams) AND Business-level English.

Google Analytics 4 (GA4) – tracking and basic analysis
Looker Studio – building and operating dashboards
Excel / Google Sheets – pivot tables, basic formulas, data handling

■Preferred Skills & Experience (Nice-to-Haves)
Experience extracting and manipulating raw data using SQL (BigQuery, etc.), knowledge of the travel/OTA/inbound tourism industry, or experience aligning marketing data with financial and accounting data.

■Ideal Candidate Profile
We are looking for someone who views marketing through the lens of "profit and unit economics" rather than just "clicks." The ideal candidate is a structural thinker who enjoys building spreadsheets and debugging dashboards from scratch. Rather than just acting as a "translator" between teams, you will act as a strategic partner to our Product Managers (PMs), using data analytics and CRM insights to help them maximize the profitability of their respective services. You thrive in a fast-moving environment where your data analysis directly influences company-level budget decisions.

条件・待遇

会社説明