

Eugene Fedorenko | CRM Manager

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PROFESSIONAL PROFILE

As a data-driven and AI-savvy CRM manager, I'm experienced in building effective customer relations and achieving KPIs. Proud to be an expert in various CRM, BI and AI tools.

I provide BI analytics, improve customer UX and customer experience, support many business departments, comply with relevant legislation and manage creative teams. Have full right to work in the UK.

CAREER SUMMARY

CRM Lead (contract)

2024 – now

Whirlpool – Hybrid

Outline

I lead the CRM transformation for the UK market in close collaboration with other markets. I leverage Salesforce Marketing Cloud potential to improve CRM performance and run successful e-commerce campaigns as well as support brand, customer support, and sales teams. Actively use AI to improve campaign performance and generate creative assets. Support market expansion for in-house brands.

Key achievement

- Grow ROI by +120%, Retention Rates by +56%, LTV +30%, Avg Open rate (OR) +21%, Avg Click-through rate (CTR) +45%.

CRM Manager

2022 – 2023

Entain – Hybrid

Outline

My team managed the CRM part of a project focused on sports and esports in various markets. My goal was to improve customer retention and ROI while complying with GDPR and Data Protection Act. Used Mautic and Salesforce Marketing Cloud to run omnichannel campaigns. Supported CRM Lead and other business departments with BI and data analysis. Optimized customer journeys. Actively used AI-generated assets. Managed a multicultural team of creative professionals.

Key achievement

- Improved Retention Rates by +210%, channel ROIs by at least +17%, OR / CR / CTR by +300-500%

Direct Marketing Manager, CRM 2021 – 2022
J&S Services B.V. – Remote

Outline

This was a multilingual online retail project selling goods in the UK, EU, Scandinavian and Asian markets. Me and my team improved customer retention rates and LTV.

Used platforms: ActiveCampaign, Shopify, GA360, Criteo, Figma.

Key achievement

➤ Increased LTV by +23%, Retention Rates +105%, OR +47%, CTR +94%, ROI +7%.

Sr Email Marketing Manager, CRM 2020 – 2021
pampik.com – On-site

Email Marketing Manager 2020 – 2020
IceCarats Jewelry – Remote

UX/UI Designer 2019 – 2020
Freelance – Remote

Retention Manager 2018 – 2019
Brocard – On-site

Email Marketing Specialist 2016 – 2018
Essence of Email – Remote

**Graphical designer, SW tester,
Economic analyst** 2013 – 2016
Various companies – Remote / On-site

PROFESSIONAL SKILLS

Primary skills: Data Analysis / Customer Relationship Management (CRM) / Customer Satisfaction / Salesforce CRM Analytics / Business Intelligence (BI) / Salesforce Marketing Cloud / Customer Retention / Digital Marketing / Marketing Strategy / Customer Experience / Customer Service / A/B Testing / AI management / Campaign management / Task management / Email marketing / Marketing research / Marketing copywriting / Marketing automation

Relevant skills: Adcreative.ai / DALL-E / Tableau / UI/UX design / ActiveCampaign / Klaviyo / Hubspot / Mailchimp / GetResponse / SMM / Viber / Push / Paid advertising / SEO / SMS / AMP / SQL / AMPscript / HTML / CSS / JavaScript / Stripo / Photoshop / Figma

EDUCATION & QUALIFICATIONS

- Master's degree in Computer sciences (KNEU, Distinction).
- [CSCMP - Customer Relationship Management Professional Certificate](#) and [more](#).

LANGUAGE SKILLS

English - C2 Fluent / German - A1 Basic / Russian - C2 Fluent / Ukrainian – C2 Native