

# RAFAEL CAMILO

CRM Manager

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## EDUCATION

**Georgian@ILAC**

Business

## ABOUT ME

As a CRM Manager, I have experience developing strategies to optimize and customize customer experience, segmenting, increase LTV, and lower the churn rate resulting in business growth.

I can identify opportunities and solve complex problems. My ability in data analysis and KPIs makes it possible to have great efficiency and meet exceptional performance goals.

By having great communication skills, I can easily solve problems with a variety of departments inside the business translating to a better customer experience and greater KPIs in the entire player journey,

## SKILLS

- ✓ CRM
- ✓ Lead Teams
- ✓ Segmentation
- ✓ Lifecycles Creation
- ✓ Strategy Creation
- ✓ Problem-solving
- ✓ Data Analysis (Excel)
- ✓ Cross-Team Collaboration
- ✓ Multichannel Communication
- ✓ CRM Platforms (Fast Track and Smartico)

## WORK EXPERIENCE

### CRM Manager

Lendas Bet

Sep. 2022 - Mar. 2024

- Responsible for the whole integration process of the CRM (Fast Track) and building the entire CRM strategy of the website.
- Created multiple segments based on customer data to target players according to their needs reducing mail cost by up to 50%
- Targeted players in multiple channels, E-mail, SMS, Push notifications, and on-site notifications, increasing LTV by over 30% and growing over 300% 12-month players cohort reactivation rate.
- Worked closely to the dev to change registration and deposit steps based on NPS promoted by the CRM and Hotjar analysis, increasing registration to first time deposit rate from 34% to 57%.