



Job Title: Marketer: Client Relationship & Customer Retention

Company: The Yuolo Solutions

Reports to: Founder / Creative Director

Location: Hybrid (Office + Remote + Field)

Salary: ₱100,000 Base + Performance-Based Monthly Commission

Employment Type: Full-Time

About The Yuolo Solutions

The Yuolo Solutions is a dynamic third-party hospitality brand that seamlessly connects clients with exceptional experiences. We specialize in five core services: Accommodation Reservations, Car Hire & Security, Food Delivery, Self-Care Services, and curated Tourist Attractions. Our mission is to be the essential bridge between quality service providers and customers, ensuring every interaction is smooth, reliable, and high-quality.

Role Summary: Strategic Marketer Focused on Lifetime Value

Are you a marketer who believes the most valuable growth comes from within the existing customer base? The Yuolo Solutions is seeking a strategic Marketer to own and accelerate our customer loyalty and lifetime value. In this role, you will be the architect of our retention strategy, using data-driven insights to design personalized marketing campaigns, build powerful loyalty programs, and transform satisfied customers into passionate, repeat buyers and brand advocates. You will directly contribute to revenue growth by maximizing the value of our most important asset: our existing clients.

Key Responsibilities

1. Retention Marketing Strategy & Analytics

- Develop and execute the overall customer retention marketing strategy to increase repeat business rates and customer lifetime value (CLV).
- Monitor, analyze, and report on key retention metrics, using data to identify opportunities for new marketing initiatives.
- Build and manage the retention marketing calendar, ensuring a consistent and valuable touchpoint strategy across the customer lifecycle.

2. Lifecycle Marketing Campaign Management

- Design and implement automated email/SMS marketing campaigns (e.g., win-back series, post-booking nurture sequences, exclusive offer announcements) to drive re-engagement.
- Collaborate with the broader marketing function to ensure retention messaging is aligned with brand-wide campaigns.
- Create targeted, segmented marketing communications for different client personas (e.g., frequent travelers, self-care clients).

3. Loyalty Program Development & Management

- Lead the strategy, design, and execution of innovative loyalty and client appreciation programs that incentivize repeat business.
- Measure the performance of loyalty initiatives and optimize for engagement and ROI.

4. Client Insight & Advocacy

- Systematically gather client feedback to generate actionable insights for service improvement and new offering development.
- Act as the "voice of the customer" in strategic planning, providing data-backed recommendations to leadership and operations teams.

Required Skills & Qualifications

- 1-2 years of experience in a marketing role with a focus on customer retention, lifecycle marketing, or CRM marketing.
- Proven ability to use data to inform marketing strategies and report on results.
- Experience with CRM tools and email marketing platforms for segmentation and campaign execution.
- Exceptional communication skills with a talent for persuasive, customer-centric messaging.
- Creative and strategic thinker with a passion for fostering long-term customer relationships.

Education & Experience

- Bachelor's degree in Marketing, Business, or a related field.
- Experience in hospitality, tourism, or service-based businesses is a strong advantage.
- A portfolio or examples of successful retention campaigns or programs is a plus.

Success Metrics (How Your Marketing Performance is Measured)

- 30 Days: Master our CRM system; complete a full analysis of current customer lifecycle and retention metrics.
- 90 Days: Launch and report on the performance of your first two targeted retention marketing campaigns.
- 180 Days: Demonstrate a measurable increase in key metrics: Repeat Customer Rate, Customer Lifetime Value, and engagement rates on retention communications.

Property of The Yuolo Solutions