

Work Vapor

<https://workvapor.com/jobs/crm-analyst-sales-optimization-employee-benefits-team-remote-80k-110k/>

CRM Analyst – Sales Optimization (Employee Benefits Team)

Hiring organization
Equitable

Base Salary

USD 80000 - USD 110000

Employment Type
Full-time, Part-time

Description

Company: Equitable

Job Location
US
Remote work from: US

Position: CRM Analyst – Sales Optimization (Employee Benefits Team)

Location: United States (Fully Remote)

Date posted
02/13/2026

Employment Type: Full-Time

Work Schedule: 8:30 AM – 5:30 PM EST (Periodic office visits may be requested)

Salary: \$80,000 – \$110,000 per year (Plus performance-based incentives & bonuses)

Role Overview

Equitable is seeking a dynamic CRM Analyst – Sales Optimization to support the Employee Benefits Sales team. This role focuses on Salesforce CRM strategy, data management, campaign execution, analytics, and cross-functional collaboration to drive sales growth and operational excellence.

Key Responsibilities

Salesforce CRM

- Manage data intake for contact database growth, territory management, sales projections, and marketing campaigns
- Maintain database quality and resolve data integrity issues in partnership with IT and Technology
- Support Salesforce Admin with Distribution user training
- Create Salesforce documentation and training materials
- Build dashboards to monitor CRM usage and performance
- Develop recommendations and business cases for evolving CRM strategy
- Provide proactive end-user support
- Lead and coordinate cross-functional CRM projects

Salesforce Marketing Cloud (SFMC)

- Build, manage, and execute marketing campaigns and journeys
- Oversee audience segmentation, workflow setup, decision splits, wait activities, and scheduling
- Collaborate with IT, Distribution, Product, Operations, and Marketing teams
- Validate email content, layout, A/B testing, and analytics tracking
- Develop campaign analytics methodology and test-and-learn strategies
- Troubleshoot technical campaign and segmentation issues
- Maintain creative briefs and deployment calendars

Required Qualifications

- Experience with Salesforce or similar CRM platforms
- Salesforce Marketing Cloud experience preferred
- Strong analytical and critical thinking skills
- Excellent verbal and written communication skills
- Strong meeting facilitation and stakeholder collaboration abilities
- Ability to present complex information clearly
- Strong organizational and time management skills
- Proficiency in Microsoft Office Suite
- Process improvement mindset
- Initiative-driven and adaptable in fast-paced sales environments

Core Competencies

- Business Data Analysis
- Cross-Functional Collaboration
- Customer Segmentation
- Requirements Analysis
- Decision Making & Critical Thinking
- Design Thinking

Compensation & Benefits

- Competitive base salary (\$80K-\$110K)

- Performance bonuses and short-term incentive opportunities
- Medical, Dental, and Vision coverage
- 401(k) retirement plan
- Paid Time Off
- Comprehensive Total Rewards Program

How to Apply

Apply through the official Equitable careers portal.

For accommodation requests, contact:

Phone: (212) 314-2211

Email: TalentAcquisition@equitable.com

Equitable participates in the E-Verify program and is an Equal Opportunity Employer.