

Daniel Moyal

CRM Strategy | Lifecycle Marketing

CRM and Lifecycle Marketing professional with experience designing customer journeys, marketing automation and data-driven communication strategies. Passionate about turning customer insights into lifecycle experiences that improve engagement, product adoption and business growth.

WORK EXPERIENCE

Marketing Automation & UX Specialist

PHILIP MORRIS INTERNATIONAL

June 2024 – Present

- Developed lifecycle programs aligned with business objectives to improve customer engagement, product adoption and reactivation.
- Planned and executed A/B tests across messaging, timing, audience segmentation, creative and CTAs, using results to continuously improve campaign performance.
- Designed a behavior-driven multi-channel lifecycle journey that dynamically adjusted customer communications based on engagement, conversion status and call center interactions.
- Used campaign performance, customer behavior and A/B testing insights to guide lifecycle communication decisions and continuously optimize customer journeys.
- Built behavioral segments and personalized communications to deliver more relevant customer experiences.
- Led end-to-end development of a new Telegram CRM channel, expanding customer reach beyond traditional Email and SMS.
- Partnered with Product, Analytics, Brand and global Salesforce Marketing Cloud teams to deliver CRM capabilities, automation solutions and new customer journeys.

Digital Marketing Manager

JD SPORTS ISRAEL

January 2022 – May 2024

- Managed multi-channel acquisition campaigns across Google, Meta, RTB and Affiliate, optimizing budget allocation and campaign performance.
- Built CRM communication plans and customer segmentation strategies for a ~100K customer database, increasing customer retention and repeat purchases.
- Analyzed campaign performance and customer behavior using GA4 and Looker Studio, translating insights into ongoing optimization opportunities.
- Built and grew brand communities across Meta and TikTok, reaching an audience of ~80K followers.
- Presented campaign performance insights and optimization recommendations to local and global stakeholders, supporting data-driven marketing decisions.

Digital Planner

GENESIS MEDIA

2019-2021

- Advised clients across multiple industries on digital marketing strategy, media planning and campaign optimization.
- Developed data-driven media plans aligned with business objectives, target audiences and campaign budgets.
- Conducted audience research, competitive analysis and performance evaluations to support marketing strategy and investment decisions.

Contact

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Areas of expertise

- CRM Strategy
- Lifecycle Marketing
- Customer Journey Design
- Journey Orchestration
- Marketing Automation
- A/B Testing & Experimentation
- Behavioral Segmentation & Personalization
- Marketing Judgment
- Customer Analytics
- Cross-functional Collaboration

Platforms

- Salesforce Marketing Cloud
- Salesforce CRM
- Google Analytics 4
- Power BI
- Looker Studio

Education

John Bryce –
Graphic Designer
2018-2019

Advanced Google Analytics 4 Course

Military Service

2014-2017