



**Sales Support Analyst  
Boulder, Colorado  
Full-Time Position**

**Company Overview**

Cultivate is the leading gift experience company in the meetings and incentive travel industry based out of Boulder, CO. Specializing in on-site gift experiences where guests can select a gift they love from a variety of top consumer brands, Cultivate services annually over 500 client programs, gifting 130k+ guests, and has operated in 52 countries since its inception in 2010. In addition to its 30+ full-time employees, Cultivate has 100+ independent contractors to service gift experiences at events in key markets, including California, Florida, Hawaii, Mexico, the Caribbean, and other resort destinations around the globe.

**What We Need**

Cultivate is looking for a Sales Support Analyst to take the technical lead with all things related to the CRM tool, a key driver of our company's initiatives.

**What You Will Do**

- Monitor and maintain data quality within Cultivate's CRM tool.
- Create and maintain internal documentation and records related to the CRM.
- Educate all stakeholders about the CRM capabilities, functions and Cultivate's process.
- Maintain data accuracy, data confidentiality, and data integrity.
- Create and report metrics by monitoring, measuring, and analyzing data based on KPIs set by the Director of Sales and VP of Marketing.
- Present data to appropriate stakeholders.
- Collaborate with departments to integrate other business tools and applications.
- Monitor, measure and analyze the effectiveness of sales and marketing initiatives.
- Implement best practices for both sales and marketing teams.
- Manage technical IT operations related to CRM system support. Work with the CRM tool to plan for and arrange CRM changes, upgrades, data migration, or downtime as necessary and proactively communicate them within our organization.
- Create and maintain internal documentation and records related to the CRM system.
- Work with the Director of Sales and the VP of Marketing to create and maintain metrics, reports, and dashboards on cross-departmental activities, measuring their effectiveness and business impact.



- Support Sales Operations by monitoring, measuring and analyzing the effectiveness of sales teams, creating reports to organize data by territory, team, and person, and present data related to sales accomplishments.
- Over the CRM relationship with clients, be the primary technical point of contact, enforce SLA and Buyer's Journey, support expectations, and information security requirements.
- Respond to inquiries and requests from users for technical CRM-related assistance, and manage/escalate support process with the appropriate vendor as needed.

### **Must Haves**

- Bachelor's Degree
- 3-5 years of prior experience with a CRM.
- Operational and strategic proficiency with a CRM tool is a must.
- Excellent software and technical troubleshooting skills.
- Strong organizational skills with the ability to multitask.
- Excellent written and verbal communication skills.
- Detail-orientated.
- Experience in managing system or software changes.
- Thrives in a fast-paced, quickly growing environment.
- Desire to improve processes.
- Strong analytical skills, master of Excel, and experience with reporting and data analysis.

### **Stand Out Skills**

- HubSpot certifications preferred.

### **Compensation and Benefits**

- Competitive annual salary based upon experience.
- Bonus plan based performance.
- Benefits including 401k (with 3% match), profit sharing and insurance plans.

### **Physical Demands**

- Events demand physical activity requiring the ability to lift up to 50 pounds.

*The above description reflects most duties assigned to the position. Other responsibilities may be requested at any time.*