

Venezuela Jobs Expertini®

DTC Email Marketing Specialist VE

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Company: Premier Media

Location: Venezuela

Category: other-general

Hello, Email Marketing Specialist!

My name is Nate Ginsburg and I am a serial entrepreneur. I'm the founder of SellerPlex, host of the Ecom Exits Podcast, and partner in a handful of other online businesses.

About the company:

SellerPlex is growing fast and we are in need of awesome people to help us give value to our clients and build awesome professional relationships with them.

Our mission is to help empower e-commerce/FBA entrepreneurs to run better businesses by supporting them with Supply Chain, Finance, and Operations services. We're a huge believer in the importance of being a culture fit for long-term success.

About the role:

We're seeking an experienced Email Marketing Specialist to lead our DTC email marketing initiatives for e-commerce brands and potentially build a dedicated department.

This role involves setting up Klaviyo automation, developing strategic email cadences for client brands, and helping to scale our services. The ideal candidate has a strong background in email marketing, excellent analytical skills, and a passion for driving engagement and conversions.

This is a Full-Time Remote position.

Responsibilities:

- Lead the setup of Klaviyo automation and flows for our client's DTC email marketing campaigns.

Develop and execute a strategic email cadence for client brands, tailored to their unique goals and audience preferences, with a frequency ranging from 1 to 3 times per week.

Collaborate with cross-functional teams to ensure alignment between email marketing efforts and overall marketing strategies.

Analyze campaign performance metrics and provide actionable insights to optimize future campaigns.

Assist in developing processes and best practices for email marketing, with the goal of scaling our services to a larger client base.

Requirements

Minimum of 3 years of hands-on experience in e-commerce email marketing.

Previous experience in DTC email marketing, focusing on setting up automation and flows using platforms like Klaviyo.

Proven track record of developing successful email marketing campaigns that drive engagement and conversion.

Strong analytical skills and ability to interpret data to inform decision-making.

Excellent communication and collaboration skills, with the ability to work effectively across teams and with clients.

Experience working with e-commerce brands or agencies is preferred.

Benefits

Working completely remote

Location independence

Great opportunity to grow

You'll be joining a high-level and fast-paced team, working with exciting businesses and

projects

If this sounds interesting to you please proceed with your application.

Kindly be advised that the recruitment process is being managed by Premier Media. For any further details or inquiries, please reach out to the Premier Media recruitment team, as they oversee all our hiring procedures.

Thanks and I look forward to hearing from you!

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