

## Performance Email Marketer

### About Us

At Quilt AI, we're revolutionizing how organizations understand human behavior by combining advanced AI technology with deep cultural insights. Our platform analyzes billions of digital interactions to uncover the cultural codes that shape decisions, preferences, and social movements across the globe.

We serve as the bridge between raw data and meaningful cultural understanding, transforming complex digital footprints into actionable insights that help organizations make more informed, culturally-relevant decisions.

### Our Mission

Help brands understand these stories at scale, creating more empathetic connections between companies and consumers. Our platform combines the scale and speed of AI with the depth of cultural insight - reimagining traditional research through technology.

### The Role

We are seeking an experienced **Performance Email Marketing Manager** to significantly drive conversion rates and revenue through highly effective, data-driven email campaigns.

This is a **solo, hands-on role** with full ownership of Quilt AI's email performance channel. You will independently manage your own projects end to end—from strategy and segmentation to copywriting, technical execution, delivery, and rigorous performance analysis.

Email is treated as a **core performance lever** at Quilt AI. You will operate with a high degree of autonomy, owning outcomes and continuously optimizing for conversion, pipeline impact, and revenue growth.

### Key Responsibilities

- Own and execute Quilt AI's email marketing strategy across the full B2B funnel (lead capture → nurture → conversion → retention)
- Design, build, and optimize segmented, behavior-driven email campaigns for different audiences (e.g. consumer brands, strategists, insights teams)
- Write and test high-performing email copy tailored to decision-makers in marketing, research, and innovation
- Manage the technical execution of campaigns, including automation, workflows, personalization, and deliverability
- Monitor, analyze, and report on performance metrics including open rates, CTRs, conversion rates, pipeline impact, and revenue attribution
- Partner cross-functionally with the partnerships and product teams

### Qualifications (Must-Haves)

- **3+ years** of dedicated experience in email marketing, with a heavy emphasis on **B2B** and **SaaS products**.
- Proven ability to operate as a **self-directed individual contributor**, managing projects independently  
Strong experience marketing to **consumer-facing companies** (brands, agencies, insights or strategy teams)
- Demonstrated track record of driving **measurable conversions and revenue** through email
- Strong copywriting and messaging skills for complex, high-consideration products
- Highly analytical, comfortable owning metrics and making data-driven decisions autonomously
- Organized, proactive, and confident managing priorities without day-to-day direction

### You Will Win in This Role If You

- Thrive in a **fast-paced, high-growth environment** where priorities evolve quickly
- Enjoy the **diversity of managing multiple projects** and campaigns simultaneously
- Have a strong interest in **AI, technology, and modern market research**, and are excited by how these shape decision-making
- Perform best with **full autonomy**, taking ownership of outcomes and proactively driving work forward
- Are self-directed, organized, and comfortable making decisions without constant oversight
- Balance creative thinking with analytical rigor to continuously improve performance
- Comfortable with AI agents