



About Lateam Partners

Lateam Partners is a premier recruitment agency specializing in hiring top **English-speaking** talent in **Latin America** for U.S.-based companies. We connect skilled professionals with dynamic opportunities, offering competitive salaries, career growth, and the chance to work with leading international businesses.

By joining Lateam Partners, you gain access to **exciting remote roles, a supportive work culture, and ongoing professional development**. We pride ourselves on matching top-tier talent with high-quality employers, ensuring a rewarding experience for both candidates and clients.

If you're looking to advance your career with **a stable, well-paid, and growth-oriented opportunity**, apply today and become part of our thriving network!

www.lateampartners.com

Job Title

Email Marketing Specialist

Location

Remote

Client

Undisclosed

Job Summary

This Email Marketing position will lead customer-focused marketing efforts in the email channel, driving loyalty, engagement, and revenue. This role has a strong focus on performance marketing, optimizing the customer journey to achieve measurable results in key metrics such as email revenue, open, and click-through rates. Reporting to the Senior Brand Manager, the

Email Marketing specialist will collaborate closely with cross-functional teams to craft and execute strategies that deepen customer relationships and maximize lifetime value.

Responsibilities

- Plan, create, and execute email marketing campaigns to promote our wellness products and services
- Optimize lifecycle marketing programs (welcome series, post-purchase, win-back) to drive engagement and conversion.
- Analyze customer data to extract insights and identify trends, opportunities, and segmentation strategies that enhance personalization and relevance.
- Collaborate with our Senior Brand Manager to develop compelling email content, including copywriting and visuals, that resonate with our audience
- Continuously optimize email campaigns through A/B testing to improve open rates, click through, and conversion
- Monitor and analyze campaign performance, providing regular reports and insights to drive decision-making, including key performance metrics such as open rates, click-through rates, and conversion rates.
- Implement strategies to grow our subscriber list and maintain list credibility
- Set up and manage email automation workflows to nurture leads, onboard new customers, and re-engage inactive subscribers
- Ensure all email marketing activities are compliant with relevant laws and regulations

Qualification

- Proven experience as an Email Marketer with proficiency in Klaviyo
- A genuine interest in and/or experience working in the wellness industry
- Strong copywriting skills and ability to create engaging and persuasive email content
- Proficiency in email marketing best practices
- Excellent analytical and problem-solving skills
- Strong attention to detail and commitment to quality

- Creative thinking and the ability to innovate email marketing campaigns and strategies
- Knowledge of email compliance laws and best practices
- Effective communication and collaboration skills
- Bachelor degree with at least 3 years of full-time work experience

Apply to this position

<https://forms.monday.com/forms/6f43e441a98a43154090ba9322b9091d?r=use1>