



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

As our Email Marketing Specialist, you will take full ownership of our email marketing efforts, including campaign planning, copywriting, design, automation, and performance analysis. You'll leverage Klaviyo to create and optimize personalized, high-converting email campaigns that

engage our audience and enhance the customer journey. The ideal candidate is a creative, results-driven marketer with a strong background in email marketing, design, and analytics.

Responsibilities

- **Email Campaign Management:** Plan, execute, and optimize email marketing campaigns from start to finish, ensuring alignment with overall marketing goals.
- **Copywriting & Content Creation:** Write persuasive and engaging email copy that speaks to our target audience and drives action.
- **Graphic Design:** Create visually appealing and on-brand email templates, graphics, and banners to enhance user experience.
- **Automation & Segmentation:** Develop automated email workflows and customer journeys that nurture leads, re-engage lapsed customers, and increase conversions.
- **Klaviyo Platform Expertise:** Manage all aspects of Klaviyo, including email list management, template creation, A/B testing, and reporting.
- **A/B Testing & Optimization:** Continuously test and refine email campaigns to maximize open rates, click-through rates, and conversions.
- **Analytics & Reporting:** Track email performance and KPIs, analyzing results to identify trends, insights, and areas for improvement.
- **Collaboration:** Work closely with the design, product, and analytics teams to ensure email campaigns align with brand guidelines and business objectives

Qualification

- Proven experience in email marketing with hands-on expertise in Klaviyo.
- Strong skills in email copywriting and graphic design.
- Experience with email segmentation, automation, and campaign analysis.
- Proficiency in HTML/CSS for email template customization (preferred).
- Familiarity with email deliverability best practices and compliance regulations (e.g., CAN-SPAM).
- Analytical mindset with the ability to measure, report, and optimize email marketing performance.
- Ability to work independently and manage multiple projects simultaneously.

- Strong attention to detail, creativity, and problem-solving skills.

Apply to this position

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