



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!

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Job Title

Email Marketing Specialist

Location

Remote

Client

Undisclosed

Job Summary

We are seeking a highly skilled Email Marketing Specialist with deep ecommerce experience to own and drive our lifecycle marketing strategy end-to-end. This role is ideal for a self-starter who thrives on autonomy, has proven success in scaling email/SMS as revenue-driving channels, and knows how to leverage Klaviyo to its fullest potential. You will manage everything from strategy to execution—including segmentation, automation, testing, analytics, and reporting—while collaborating minimally with design support and handling copy independently.

Responsibilities

- Own the entire email and SMS marketing lifecycle (welcome, abandoned cart, post-purchase, win-back, etc.) to drive customer retention and maximize LTV.
- Strategically plan, build, and optimize campaigns and flows within Klaviyo with minimal external support.
- Create and manage customer segmentation strategies to deliver personalized and targeted communications.
- Develop copy, layout, and A/B tests to continuously improve performance metrics including open rate, CTR, and conversions.
- Monitor, analyze, and report on channel performance, providing actionable insights to inform growth strategies.
- Stay on top of Ecommerce and lifecycle marketing trends to ensure strategies remain cutting-edge and competitive.
- Manage deliverability, list health, compliance, and best practices to maintain strong sender reputation.
- Collaborate cross-functionally when necessary (marketing, sales, product), but confidently run the department independently.

Qualification

- 3+ years of experience in email marketing with a strong focus on Ecommerce.
- Proven track record of growing email/SMS channels and increasing revenue contribution
- Expert in Klaviyo—able to strategize, execute, and troubleshoot independently.
- Strong copywriting and light design skills (comfortable working with templates, editing layouts, and building in Klaviyo without heavy design support).
- Analytical mindset with experience using data to optimize and scale performance.
- Self-motivated, highly organized, and comfortable operating autonomously.
- Familiarity with Shopify or other ecommerce platforms is a plus.

Apply to this position

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