



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

Senior Director of Marketing

Location

Remote

Client

Undisclosed

Job Summary

We're seeking a Senior Director of Marketing to lead the next phase of growth for Clean Program. This is a hands-on leadership role for a resourceful, strategic, and creative marketer who thrives on driving results. You'll own the brand's growth engine—from storytelling and creative direction to customer acquisition and retention—building and executing strategies that deliver measurable impact. You'll be expected to think big, move fast, and use creativity, partnerships, and data to drive awareness and conversion.

Responsibilities

Lead Growth Strategy & Execution

- Develop and own the overall marketing strategy focused on new customer acquisition, brand awareness, and revenue growth.
- Identify high-impact, low-cost opportunities for growth through partnerships, content, community, product marketing, and creative campaigns.
- Direct creative strategy and storytelling to ensure every campaign deepens Brand connection while driving measurable results.

Drive Multi-Channel Acquisition

- Plan and manage acquisition campaigns across SEM, paid social, podcasts, email/SMS, affiliates, influencers, and strategic partnerships, in collaboration with Performance Marketer.
- Oversee lifecycle marketing to activate, retain, and re-engage customers, in collaboration with Product and Customer Experience teams.
- Test, learn, and iterate quickly, developing hypotheses, running experiments, and scaling what works.

Data-Driven Decision-Making

- Build a clear set of growth KPIs for traffic, conversion, CAC, and LTV; track and optimize marketing ROI.
- Use analytics to uncover opportunities and refine messaging, creative, and targeting for maximum impact.
- Manage departmental budget, ensuring efficient spend with strong ROI.

Team & Resource Management

- Manage, inspire, and develop a small but mighty, high-performing marketing team.
- Recruit and manage external contractors and agencies as needed to support specialized growth initiatives.

- Foster a scrappy, collaborative, and high-accountability culture.

Qualifications

- 10–15 years of industry experience.
- Proven success driving measurable growth for small to medium-sized consumer brands, ideally in wellness, CPG, or e-commerce with experience on Amazon, TikTok Shop, and other emerging sales channels.
- Strength in both creative direction and performance marketing, telling compelling Brand stories that also deliver conversions.
- Resourceful and adaptable, skilled at making a big impact with lean budgets.
- Strong analytical mindset, using data to inform decisions and optimize performance.
- Excellent leadership and communication skills.
- A rare balance of strategic vision and hands-on execution, able to both set the course and get in the trenches

Apply to this position

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