



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

CRM Specialist

Location

Remote

Client

Undisclosed

Responsibilities

- Designing and executing multi-touch email nurture campaigns for all consumer revenue initiatives.
- Building and optimizing marketing automation workflows, triggered emails, and behavioral sequences.
- Partnering with creative and content teams to craft compelling email messaging and visuals.
- Monitoring performance metrics such as open rates, CTR, conversions, and deliverability rates to optimize strategy.
- A/B testing subject lines, CTAs, creative, and send times to maximize performance.
- Collaborating with internal stakeholders to align email marketing strategies with broader GTM plans.
- Liaise with external agencies for CRM platform support and campaign execution.

Qualifications

- Bachelor's degree in Marketing or a related field; 3+ years of hands-on email marketing and automation experience
- Proven experience with Braze enterprise ESP and marketing automation (Migration experience a plus)
- Strong understanding of email best practices, including segmentation, personalization, deliverability, A/B testing, and compliance
- Experience building and optimizing multi-touch lifecycle campaigns and triggered workflows
- Proficient in analyzing performance data to drive strategy and comfortable using email analytics tools
- Basic knowledge of HTML/CSS for responsive email design and troubleshooting
- Excellent cross-functional collaborator with experience working with creative, content, and product teams
- Basic understanding of HTML/CSS for email template editing and responsive design
- Strong attention to detail and ability to manage multiple projects and deadlines simultaneously
- Comfortable operating in a fast-paced, data-driven environment with shifting priorities and deadlines
- Proficiency in Canva and Postmark are a plus
- Comfort working in project management platforms (Asana) and collaboration tools (Google Chat, Slack)
- Background or experience in golf is a plus, but not necessary

Apply to this position

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