



## 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

Retention Marketing Lead

### Location

Remote

### Client

Undisclosed

### Job Summary

CLIENT is seeking a Retention Marketing Lead to own and develop the retention strategy across its ecommerce operations. This role will focus on increasing repeat purchases, maximizing customer lifetime value (LTV), and strengthening long-term engagement with customers.

The ideal candidate has strong experience in email marketing, SMS marketing, lifecycle campaigns, and loyalty programs, particularly within ecommerce environments. This role combines strategic leadership with hands-on execution and will work closely with the marketing, creative, data, and automation teams to build scalable retention programs.

## **Responsibilities**

### Retention Strategy

- Develop and execute the retention marketing strategy across the ecommerce brand portfolio.
- Build lifecycle marketing programs that increase repeat purchases and improve customer lifetime value.
- Design personalized customer journeys across email, SMS, and loyalty programs.
- Identify opportunities to reduce churn and increase customer engagement.

### Email & SMS Marketing

- Own the Klaviyo email marketing strategy including flows, segmentation, and campaign optimization.
- Build lifecycle flows such as welcome sequences, abandoned cart flows, winback campaigns, and promotional campaigns.
- Manage SMS marketing strategies using platforms such as Attentive or Postscript.
- Run A/B testing to optimize subject lines, messaging, segmentation, offers, and send timing.

### Automation & AI Marketing

- Partner with internal teams to develop marketing automation workflows.
- Identify opportunities to automate retention campaigns and improve marketing efficiency.
- Support the implementation of AI-powered tools to improve personalization and campaign performance.

### Loyalty Programs

- Manage and grow loyalty programs designed to increase customer retention.
- Integrate loyalty initiatives with lifecycle marketing campaigns.
- Identify new incentives and programs to increase repeat purchases.

### Data & Performance Analysis

- Monitor and optimize key retention KPIs including:
  - Repeat purchase rate
  - Customer lifetime value (LTV)

- Email revenue per send
  - Revenue per recipient
  - SMS opt-out rate
  - Flow conversion rates
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- Perform customer segmentation and cohort analysis to identify high-value segments.
  - Build reporting dashboards and provide insights on retention performance.

### Cross-Functional Collaboration

- Collaborate with marketing, product, creative, and analytics teams to align campaigns with launches and promotions.
- Present retention performance and insights to leadership.
- Act as the internal expert on retention marketing best practices.

### **Qualifications**

#### Experience

- 7+ years of experience in retention marketing, lifecycle marketing, or CRM marketing.
- Strong background managing email marketing, SMS marketing, and loyalty programs.
- Experience working with consumer ecommerce brands, preferably in fashion, footwear, apparel, or lifestyle products.
- Experience managing retention strategy across multiple brands or product lines.
- Ability to operate in both strategic and hands-on roles.

#### Technical Skills

- Klaviyo (Expert Level) – flows, segmentation, deliverability, and campaign optimization.
- Shopify – understanding of ecommerce data and integrations.
- Experience with SMS platforms such as Attentive or Postscript.
- Experience with loyalty platforms such as Yotpo or LoyaltyLion.
- Strong analytical skills and experience working with marketing performance data.

#### Additional Requirements

- Advanced English level (C1 or C2) is required.
- Candidates must submit their CV in English.
- Experience working in remote or international environments is preferred.

**Apply to this position**

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