

Own Media Specialist - Marketing

Role Summary

In charge of maintaining the dialogue with the client, through email marketing campaigns, banners in private site, SMS, push notifications, and other messages in the different digital assets of the company

Responsibilities

- ☑ **Design, test, analyze and execute email campaigns** to promote products to clients and non-clients
- ☑ **Increase and improve customer interactions**, retention, referrals, and value over time
- ☑ Ensuring that company **messages are conveyed clearly** and effectively
- ☑ Work with internal and external resources **to expand and improve customer and non-customer databases**
- ☑ Collaborate with internal and external resources to **design the format and copy of the messages**
- ☑ Develop message **personalization strategies**
- ☑ **Define objectives and select KPIs to measure results**; communicate results to the organization
- ☑ **Perform A / B tests with different segments** and on different platforms, to maximize the ROI of the campaigns
- ☑ **Document learning from tests** carried out in the different channels, for future campaigns
- ☑ **Monitor best practices in engagement** at a global level to continually improve campaigns

Key Skills

Knowledge of the process

- I. Experience executing and optimizing engagement campaigns
- II. Ability to execute both scheduled shipments and automated shipments
- III. Practical knowledge with analytics reports

Agile Experience

- I. Ideally he/she has experience in Agile Development and convenience to work on iterative processes

Individual Skills

- I. Analytical, data-driven, Knowledge of Email Marketing and Google Analytics platforms
- II. Ability to take multiple tasks simultaneously and work with deadlines
- III. Good communication, and ability to interact with all levels of the organization, including end users and technical resources. Great attention to detail
- IV. Familiarity with A/B and multivariate tests

Mindset & Behaviors

- I. Reliable, responsible, action-oriented attitude, sense of urgency
- II. Believe in a non-hierarchical culture of collaboration, transparency and trust across the team
- III. Ability to work both individually and collaboratively as a team
- IV. Promote innovation