



## Email Marketing Manager

The digital marketing firm, Brandography, is seeking an Email Marketing Manager to add to our exceptional digital marketing team. This position can be done remotely, in-house, or a hybrid.

Please note, this position manages (and executes) email marketing services - it does not manage team members.

### You and this Job:

You are an Email Marketing rock star. You regularly dream about open rates and click through. You can talk for hours about email marketing systems, delivery rates, and dedicated IPs. Your campaign strategies are so amazing that your emails get click through rates from CTAs that impress everyone. You thrive on creating, sending, and analyzing email results. Conversions excite you and **#winning** is your email signature. As part of this team, you will engage with clients to create email campaign strategies, coordinate and execute the development and publishing of email campaigns, execute all email promotion set-up, and trouble-shoot any potential issues. You will work closely with clients, our internal copy and design teams, and account managers.

### What You'll Do:

- Grow email lists through proven tactics and strategies.
- Interact with clients to create strategies for award winning campaigns that will generate goal conversions and sales.
- Devise, create, test and optimize drip / triggered campaigns.
- Execute segmentation of “The Lists” to maximize retention and conversion.
- Monitor and provide analysis of the campaign's results.
- Report to clients the good, the not so good, and the kick ass results.

### You Must Have:

- 4+ years of email marketing experience
- eCommerce & B2B marketing experience
- Proficiency in implementing email programs within ESP tool limitations.
- Ability to identify the #winning factors for email campaigns through the use of various analytical tools
- Create engaging reports that show email results and KPIs important to the client
- Familiarity with mobile vs. desktop for email
- Working experience with Photoshop, Illustrator, Sketch
- Exceptional communication and customer support skills for engaging with clients to develop strategy and launch successful email marketing campaigns.

## **Brandography's Core Values:**

- Solution Oriented
- Nondramatic
- Hard Working
- Forward-Thinking
- Extreme Ownership.

## **Education:**

Bachelor's (Preferred)

## **Job Type:** Full-time

Interested applicants must include a professionally written cover letter, resume, and applicable work examples to be considered.