Are you passionate about customer retention and have a knack for email and sms marketing flows?

[Company name] is looking for an articulate, analytical, and enthusiastic retention specialist to join our dynamic team.

What will you do?

- Develop and implement email and SMS marketing strategies to drive engagement, retention, and revenue growth.
- Create compelling email and SMS campaigns that adhere to best practices and brand guidelines.
- Segment email and SMS lists based on behavior and demographics to optimize campaign performance.
- Conduct A/B testing on email and SMS campaigns to maximize open rates, click-through rates, and conversions.
- Monitor and analyze key performance indicators (KPIs) to track the success of email and SMS campaigns, and provide regular reports to stakeholders.
- Stay current with email and SMS marketing trends and best practices, and implement new strategies to improve performance.
- Collaborate with cross-functional teams, including design, product, and content teams, to ensure alignment of email and SMS campaigns with overall marketing goals.
- Ensure compliance with email and SMS marketing regulations, including CAN-SPAM and TCPA.

What you've got:

- At least 2+ years of experience with Klaviyo (and the portfolio to prove it!)
- Knowledge and experience working with email and sms deliverability
- Strong familiarity with the retention marketing landscape and deep expertise with retention campaigns, their mechanics, and analytics
- Excellent communication skills, both written and spoken (English)
- Comfortable talking on the phone
- A keen eye for detail and accuracy
- Include "retention genius" in your cover letter or resume to determine attention to detail
- Ability to work independently and meet deadlines
- Can work in US Time Zone (graveyard shift in PH time or at least overlap US time zones by 4 hours)
- Strong internet connection and video conferencing tools.

What you will enjoy...

- We offer competitive pay
- 13th Month Bonus
- Fixed weekends off
- Paid sick leaves

- Mental Health Day Leaves
- In-depth training
- Bonus earning opportunities
- Paid Philippine Holidays
- Fun virtual working environment (work from home!)

Sound like you? Apply today and join our team!