



<https://apply4gigs.com/job/email-marketer/>

Email Marketer

Description

We are looking for an experienced Email Marketer to create and manage email campaigns that drive engagement, build our email list, and increase conversions. You will be responsible for developing targeted strategies, managing newsletters, and optimizing email performance. Using data, you will nurture leads, educate users, and promote our services. Your efforts will directly support the sales team in converting leads and upselling additional plans.

Responsibilities

- Develop and execute email marketing campaigns that align with company goals.
- Manage newsletters and ensure consistent, engaging, and value-driven communication.
- Use data insights to build and refine targeted email lists.
- Segment audiences to personalize email content and improve engagement rates.
- A/B test subject lines, content, and CTAs to optimize open and click-through rates.
- Monitor key email marketing metrics (e.g., deliverability, open rates, conversions) and provide reports.
- Work closely with the sales team to nurture leads and increase conversions.
- Ensure all emails comply with industry regulations (e.g., GDPR, CAN-SPAM).

Requirements

- Proven experience in email marketing, automation, and lead nurturing.
- Strong knowledge of email marketing tools (e.g., Mailchimp, ActiveCampaign, HubSpot).
- Excellent copywriting and content creation skills focused on engagement and conversion.
- Ability to analyze data and optimize email campaigns based on insights.
- Experience with segmentation, A/B testing, and marketing automation workflows.
- Strong attention to detail and ability to work independently.

APPLY NOW!

Hiring organization

Rooah!

Employment Type

Full-time

Industry

Marketing

Job Location

Remote work possible

Working Hours

8:00AM – 6:00PM EST

Date posted

March 6, 2025