



Email Marketing Strategist

We believe that digital transformation can be a force for good, improving the lives of everyone involved. To achieve this mission, we rely on a team of techno marketers that know Salesforce. We have been a Salesforce partner since before there was an ecosystem and have been privileged to help some of the world's most celebrated brands on their path to digital transformation.

At ListEngage, we believe that talent trumps location, and that communication, respect, and team work are the values that enable us to deliver for each other, our stakeholders, and our customers.

We are currently seeking an experienced Email Marketing Strategist to support a large enterprise client with strategic road mapping, campaign planning, analysis, insights, and overall recommendations for improving marketing performance, marketing ROI, and brand advocacy. You will play a critical strategic role for a global brand, supported by a cross-functional team of strategic, project management, and technical resources.

What we are looking for

- Three years of experience in an email marketing role
 - Experience should include campaign planning, audience creation and segmentation, deliverability, testing strategy, marketing automation, lifecycle marketing, content marketing, and results analysis
- Excellent presentation skills and written communication skills
 - Understands how to “tell a story” in support of a recommended solution
- Ability to turn client unclear requests and program gaps into actionable projects
- Consultative and confident
- Able to comfortably pivot between various deliverables and client needs
- Enjoys a fast-paced, family-oriented work environment
- Prefer prior agency experience
- Positive, customer-centric attitude
- Undergraduate degree required (ideally in Business or Marketing)
- Ability to work in the United States

Preferred experience

- Strong preference for Salesforce Marketing Cloud/ExactTarget experience and certifications
- Marketing technologies such as: ESPs, CRMs, DMPs, CDPs, marketing databases, BI platforms, web analytics platforms, inbox placement tools, ecommerce platforms, social listening/publishing tools, marketing AI platforms, etc.

What You Will Be Doing

In this position, you will play a critical strategic role for a global brand. This role requires the ability to provide consultative guidance on:

- Marketing best practices, coordinated and personalized across email, digital display advertising, SMS, push, and social
- Campaign ideation



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- Marketing automation strategy
- Leveraging data sources for improved personalization and relevancy

You will also be responsible for:

- Generating and analyzing marketing KPI reports
- Supporting Quarterly Business Reviews and Customer Journey Mapping workshops
- Providing support as needed to the Sales and Marketing teams
- Staying up-to-date on the latest in digital marketing technology, data management, and Salesforce features and capabilities

Work Location

- Remote

Benefits

- A retirement 401k plan with match
- Competitive Medical, and Dental
- Voluntary Vision & Supplemental Life
- Employer-paid Life, Accidental Death & Dismemberment and Long-Term/Short-Term Disability Insurance
- Generous PTO, Holiday, and Sick Time Benefits
- Flexible Spending Reimbursement Accounts (Health and Dependent Care)
- Employee Referral Program
- Work-Life balance
- Annual performance Bonus

If you're interested, so are we! Send your resume our way, and we'll contact you for a phone interview.

At ListEngage, we aim to change the world by challenging the traditional consulting model by building a flexible, delivery focused organization that can deliver on the promise that we have made to each other. We are an equal opportunity employer and love diversity at our company! We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, or disability status.