

L'BRI PURE n' NATURAL Email Marketing Specialist

For over 25 years, L'BRI PURE n' NATURAL has provided aloe-based products that are safe, effective, and affordable. Our unique direct sales business model helps Independent Consultants grow personally and professionally through entrepreneurship. Our Home Office Team prides itself on offering first-rate support to our Independent Consultants and Customers.

We are seeking a full-time Email Marketing Specialist to join our growing Corporate Team. This position is located at our home office in Mukwonago, WI. Consideration of the right candidate may be given to structure this position as a remote job.

Position Overview:

As an Email Marketing Specialist at L'BRI you will be responsible for creating, executing, and optimizing email marketing campaigns to engage and retain our audience. The primary focus will be on building visually appealing and conversion-focused emails, creating customer journeys, and implementing strategies to enhance our email marketing performance.

Key Responsibilities:

Collaborate with cross-functional teams to understand marketing objectives and develop email marketing strategies aligned with business goals.

Design and build compelling email templates and campaigns using our email marketing tools.

Segment email lists based on various criteria to ensure targeted and personalized messaging.

Develop customer journey maps and automated workflows to nurture leads, drive conversions, and increase customer retention.

Conduct A/B testing on email campaigns to optimize performance metrics such as open rates, click-through rates, and conversion rates.

Monitor and analyze key email marketing metrics, providing insights and recommendations for continuous improvement.

Stay up to date with industry trends, best practices, and new technologies in email marketing.

Qualifications & Requirements:

- 2+ years relevant communication/marketing experience
- Excellent written and verbal communication skills
- Strong project management skills
- Strong attention to detail and accuracy
- Ability to multi-task and work as part of a team
- Proficient in Microsoft Word, Excel, and Google Docs
- Experience with WordPress, HTML and AI preferred.
- Bachelor's degree in related field

Benefits & Compensation:

L'BRI offers competitive salary and benefits commensurate with experience. Benefits include medical insurance, simple IRA program with 3% matching funds and paid time off.